

LIFE

THE ENIGMA
HIS FAMILY, HIS
IN TWO PARTS — BY ROBERT



LIFE GOES
TO A
\$100,000 PARTY

20 CENTS

SEPTEMBER 28, 1953

REG. U. S. PAT. OFF.

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

Reach for the jar with the stars on top!



A Product of General Foods

The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!



At all stores now—in same familiar package!

IPANA[®] WITH WD-9 DESTROYS ENZYMES

that cause decay and bad breath!



What are ENZYMES? Why should you fight them? Here are the facts—in plain language!

The enzymes you have been hearing about so much are formed by bacteria found in everyone's mouth.

When bacteria act on the food you eat, their enzymes speed up production of mouth acids. *This causes tooth decay.* Enzymes also help produce unpleasant mouth odor.

Dental scientists now say that most tooth decay as well as bad breath may be stopped by checking bacterial enzymes.

That is the *important fact* in the anti-enzyme reports.

And that is why you should use new white Ipana. All Ipana now on sale contains enzyme-destroying WD-9.

Brushing teeth regularly after eating with new Ipana containing WD-9 removes acid-producing bacterial enzymes that cause tooth decay and bad breath. (Most dentists recommend this way of brushing).

New Ipana with WD-9 is so effective that *each* brushing not only helps stop tooth decay—it stops most unpleasant mouth odor for as long as 9 hours. Even after eating and smoking.

Don't forget your gums—they are important, too. You'll be glad to know that brushing teeth with new Ipana containing WD-9—from gum margins toward biting edges—helps remove irritants that can lead to gum troubles.



ALL IPANA NOW ON SALE
CONTAINS ANTI-ENZYME WD-9

For many months, all Ipana shipped to your favorite store has contained anti-enzyme WD-9. It's in the familiar yellow-and-red striped carton—at all stores now.

WE'RE SO SURE YOU'LL LIKE IT

YOU GET 25¢

FOR TRYING YOUR FIRST TUBE

With anti-enzyme WD-9, Ipana now has a new minty flavor, new foaming and cleansing power. And there is no increase in price. Tests with thousands of men, women and children have convinced us that you will like it better than any other tooth paste.

That's why we'll pay you 25¢ to try new Ipana. Use it for 30 days—and see for yourself what it can do for you and your family.

HERE'S ALL YOU DO: 1. Buy a giant (47¢) or economy-size (63¢) tube of new Ipana at any drug counter. 2. Mail the empty carton with your name and address to: Ipana, Dept. LE-1, Box 100, New York 17, N. Y.

Twenty-five cents in cash will be promptly mailed to you. Offer expires Dec. 31, 1953. Limited to one per family. Take advantage of this cash offer now. (Offer good in continental limits of U.S.A. and Canada only.)



IPANA^{WITH} WD-9*

Every single brushing helps stop tooth decay!
Even one brushing can stop bad breath all day!

Product of Bristol-Myers

*Ipana's special type of enzyme-destroyer

This One



8Q2L-LOX-4AS1

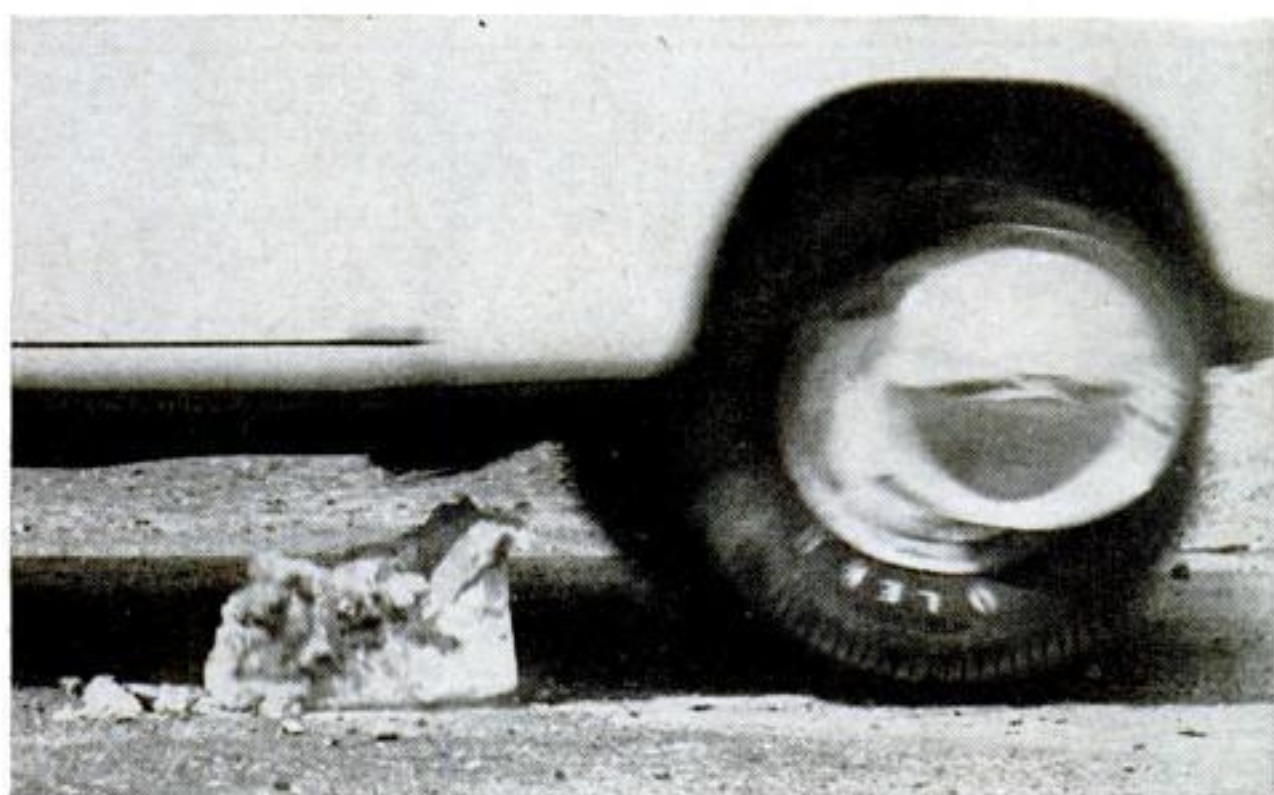
Copyrighted material



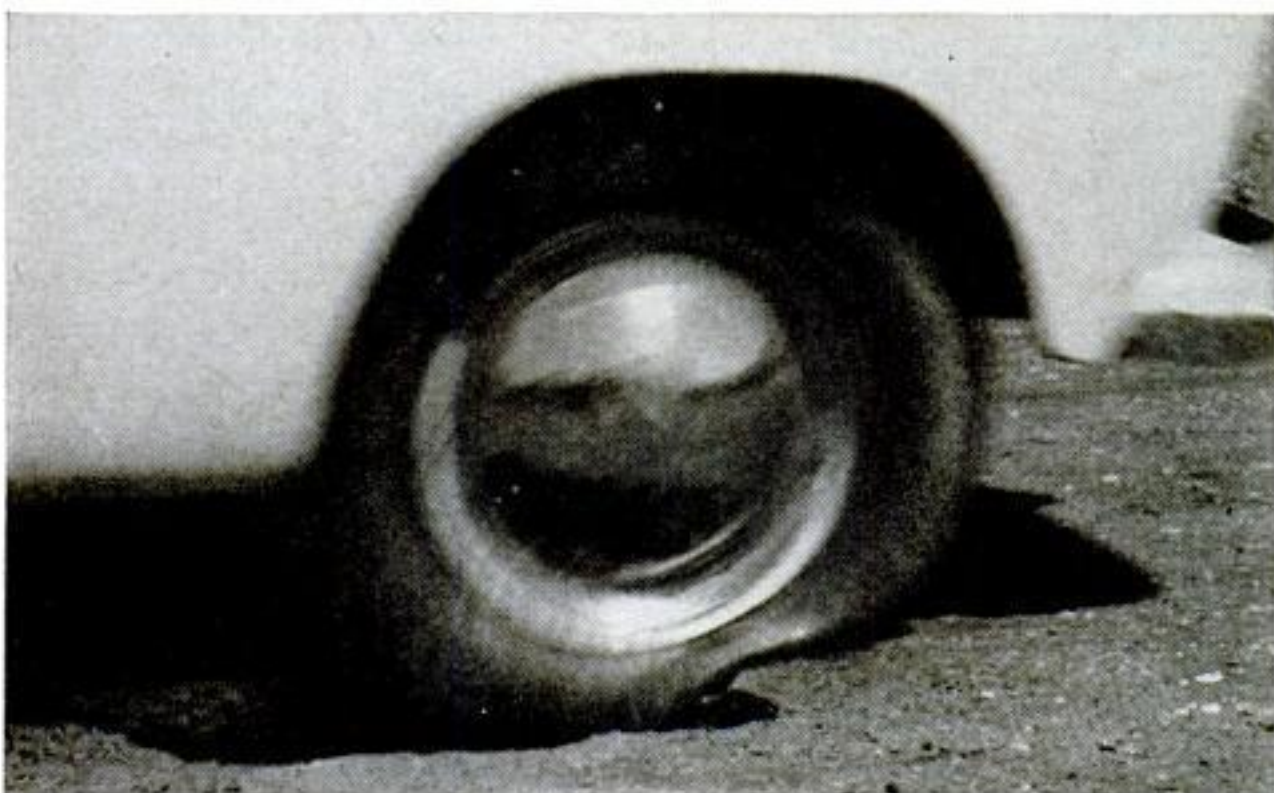
"We don't care what you do to these tires," we said . . . and test drivers at Motor Vehicle Research took us at our word!



1. Railroad Tie. Full speed into the railroad tie doesn't faze the Lee tire a bit. How would you like to have tires as rugged as that on your car? You can . . . at no extra cost.



2. Cinder Block. So hard did the test driver hit the cinder block it was smashed to pieces, and the hub cap flew off. Could your present tires stand that kind of punishment?



3. Chuck Hole. Slammed right into the sharp edge of a chuck hole 18 inches deep, the tire is crushed back clear to the rim by the force of the impact.



4. No Damage. When examined after these tests, the Lee tire was found to be undamaged, even though the steel rim of the wheel had been smashed. No wonder Lee Tires are *guaranteed* to take it.

The results show why **LEE TIRES** are guaranteed to take it

To Motor Vehicle Research, Inc., an independent and nonprofit automotive testing organization at Epping, N.H., we gave a set of new Lee Super DeLuxe Tires. "Ruin them . . . if you can," we said. "But give us photographic evidence of the torture you put them to—pictures that will prove we mean it when we say, 'Lee Tires are *guaranteed* to take it.'"

The test drivers really went to town. They hit chuck holes 18 inches deep. They ran over cinder blocks at high speeds. They careened off the concrete onto soft shoulders, and cut right back up again without slackening speed. They drove at full speed into a railroad tie.

The tires subjected to this treatment were then carefully examined and no signs of damage could be found!

That explains why we can back these tires with a double guarantee *in writing*.

We guarantee them for life on quality of materials and workmanship. And we further guarantee them for 15 months against road-hazard damage of any kind, including *cuts, bruises, impact breaks, blowouts*.

There are 19,000 Lee dealers from coast to coast ready to fit your car with new Lee of Conshohocken Tires. See your neighborhood Lee dealer today. Start to enjoy the greater safety, the greater peace of mind, the greater economy of driving on tires that are guaranteed to take it.

You can't lose with a Lee. The Lee Super DeLuxe Tire is every bit as strong and durable as it looks—so strong, in fact, that we back it with a written guarantee against all road-hazard damage.



Write Dept. 19 for a sample copy of the Lee Tire Guarantee.



LEE RUBBER & TIRE CORPORATION • CONSHOHOCKEN, PA.
REPUBLIC RUBBER DIVISION • INDUSTRIAL RUBBER PRODUCTS • YOUNGSTOWN, OHIO



WHAT BRINGS SUCH JOY TO A HOUSEWIFE'S HEART AS SPARKLING-CLEAN CURTAINS? LEVER BROTHERS GUARANTEES YOU THIS PLEASURE IF YOU WASH YOUR CURTAINS WITH RINSO.

How to launder Curtains

by Eleanor B. Cook, former Associate Editor of McCall's

IT'S EASY TO HAVE CRISP, WHITE CURTAINS IF YOU WASH THEM WITH RINSO. HERE'S HOW.

I've found that my pride and pleasure in having crisp, white curtains is doubled when I launder them myself. And it's a cinch to do. On this page, you'll find every step fully explained for *easy* and *expert* care of curtains. No suggestion, however, is more important than "use plenty of Rinso suds."

Here's why Rinso means so much to your curtains. First, you probably have white cotton curtains in at least one of your rooms. And you want them *dazzling white*, not almost white. You'll find that the **SOLIUM** in Rinso makes your cotton curtains actually look whiter—even

while still soaking wet from the washer—than they did the day you bought them.

What's more, you can safely wash almost any fabric in Rinso—not only your cottons as you'd expect, but the new miracle fabrics, too. Even your baby's diapers are safe in Rinso. And, of course, wool. When you wash blankets and sweaters in rich Rinso soap suds, the wool stays soft as new.

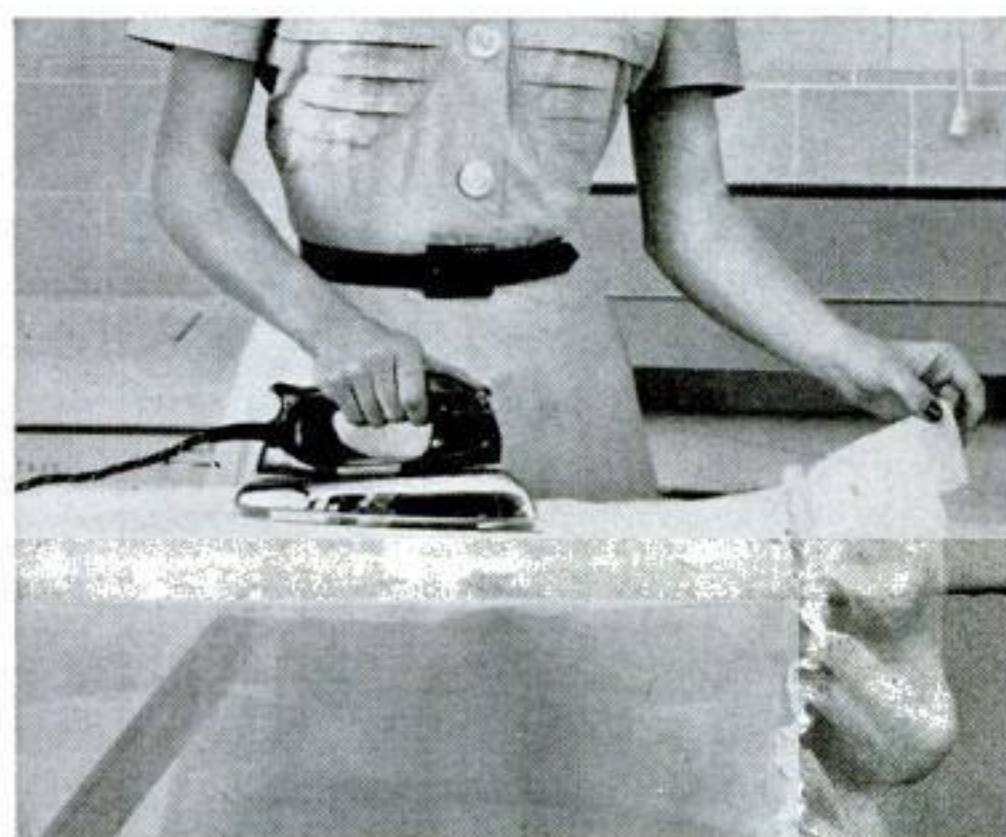
Finally—and you know best how important this is—you usually pay about 20% less for Rinso than for detergents. Let's face it, Rinso with **SOLIUM** is a buy!



WASH curtains in plenty of rich Rinso suds and moderately hot water (120°F). Three minutes in the washer is all you need for cotton, acetate or nylon curtains. Wash Fiberglas by hand. If you bleach, follow curtain manufacturer's instructions!



STARCH cotton curtains which don't have a permanent, stiff finish. They'll look perkier and stay clean longer if you do. Use starch in medium solution. Acetate, nylon, and Fiberglas curtains do not require starching.



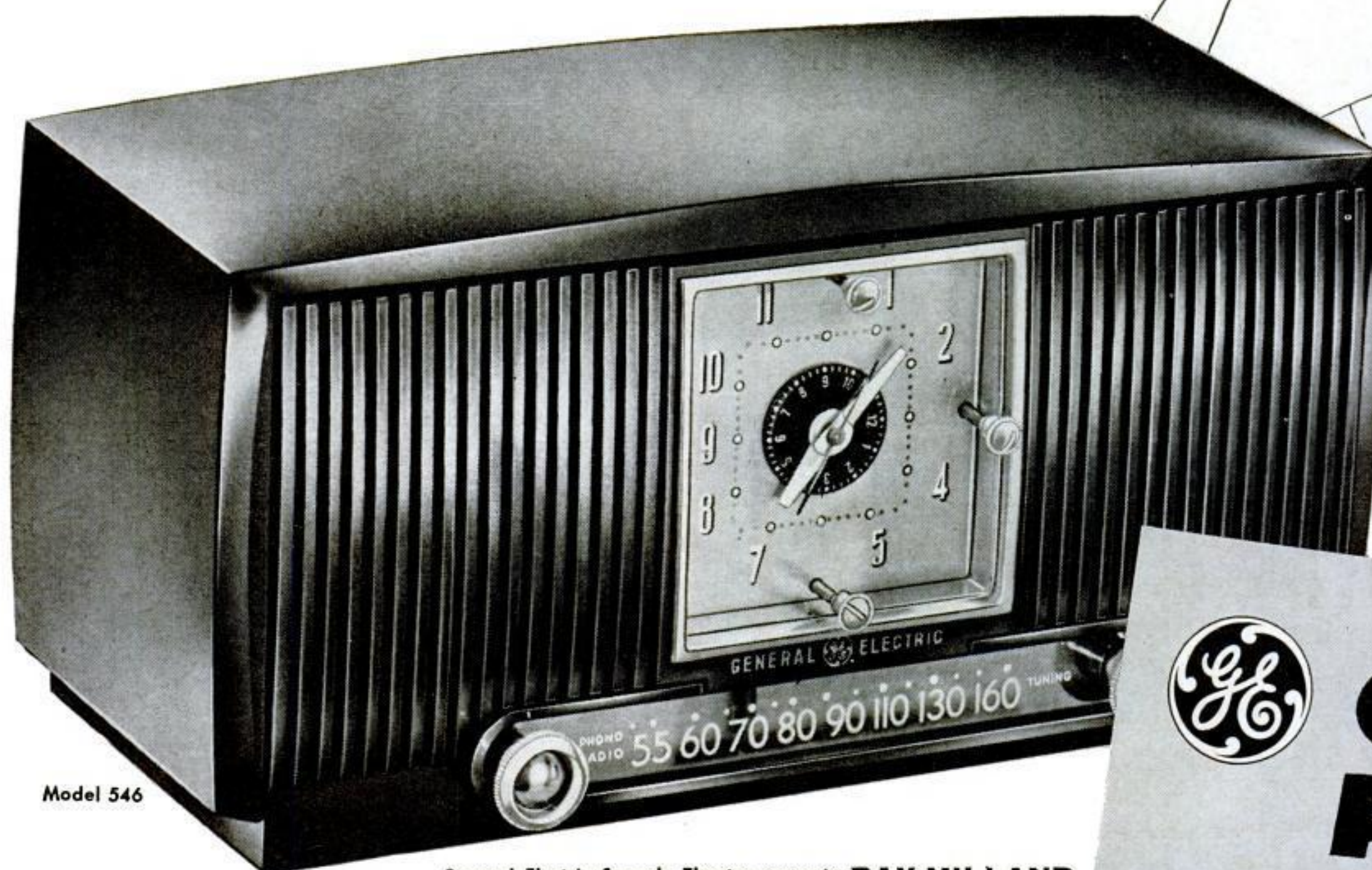
IRON at the temperature required by the fabric. Do ruffles *first* and then the body. And remember to rotate curtains from window to window so that no one pair hangs too long in the sun. Too much sun rots curtains.



SAVE 20%—You usually pay about 20% less for Rinso than for detergents. And Rinso is guaranteed to do a better job on your wash or your money back! Lever Brothers Co., 390 Park Avenue, New York 22, N. Y.

Something new's been added

NOW WAKES YOU TO RECORDS TOO!



Model 546

General Electric Comedy Theatre presents **RAY MILLAND**
in "Meet Mr. McNutley" TV & Radio—CBS networks—weekly

Lulls you to sleep...
shuts itself off!

- Just set it and forget it. The ever reliable G-E Clock-Radio turns itself off after you go to sleep.



Wakes you to music or news!

- No more nerve-jarring alarms. Your G-E wakes you on time to sweet music or morning news. One knob volume control for radio and records.



Turns appliances on or off
... automatically!

- To make life even sweeter, it starts your coffee maker, turns on your TV set, turns out bed light—all automatically.



Once again G-E gives you more for your money than any other clock-radio. Now—at not a penny increase in price—the G-E Clock-Radio comes complete with a phono-jack so you can attach your record player. Now you can wake up or go to sleep to your favorite recordings—as well as music or news from the radio. And only G-E gives you this great extra service plus your choice of four colors at no extra cost. So see your G-E radio dealer today.

General Electric Company, Radio & TV Department,
Electronics Park, Syracuse, New York.

G-E Clock-Radio prices start at \$26.95

Subject to change without notice.

You can put your confidence in—

GENERAL  ELECTRIC

Imagine fun like this — with 60 second snapshots!



SNAP IT!

A MINUTE LATER . . .
THE FUN BEGINS!

That's the joy of a Polaroid Land Camera. You admire the finished picture right on the spot. And it's yours for sure! If the subject moves, or the pose isn't right, you can shoot again before your chance is gone forever.



HAVE YOU SEEN
TODAY'S POLAROID PICTURES?

- ✓ They're big, sparkling black and white prints like this.
- ✓ A new plastic finish gives them lasting beauty.
- ✓ Every roll of film is guaranteed.*

YOU SHARE THE FUN

with your family — with the little girl in the picture. That very day, you'll show the picture — or mail it right off — to friends!



A CINCH TO USE!

To load, simply drop in the film. No tanks, liquids, or fuss. Want just one picture? Take just one! No need to use up a whole roll.



YOU'LL HAVE ENLARGEMENTS
AND COPIES MADE

directly from your prints by Polaroid's special process. They'll come back to you so quickly and cost so little, you'll wonder why you kept dusty files of negatives.



HAVE YOU SEEN A POLAROID
CAMERA IN ACTION LATELY?

Let your photo dealer take your picture. You'll be amazed at the high quality of today's 60-second pictures. *It takes only a minute.*



PATHFINDER — f/4.5 lens . . . shutter speeds 1 to 1/400 second . . . coupled range-finder . . . the aristocrat of 60-second cameras.

MODEL 95 — The thrifty family camera anyone can use indoors or out, rain or shine.

*If you're ever dissatisfied with the results from any roll, send the pictures to Polaroid and you'll get a new roll free.



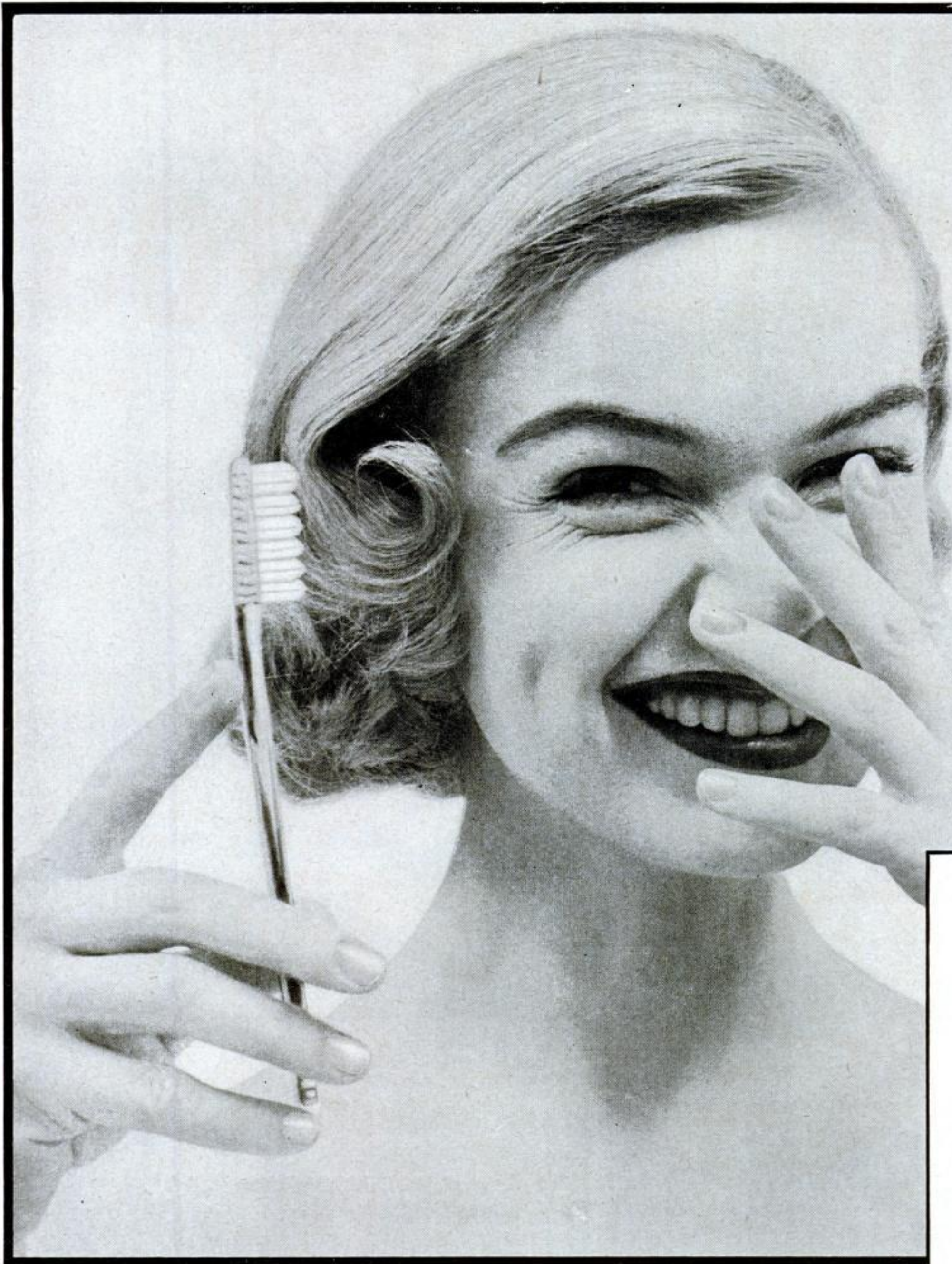
Polaroid Pathfinder
Model 110



Polaroid Model 95

POLAROID[®] *Land* CAMERAS

Polaroid Corporation, Cambridge 39, Mass.



One brushing gives
**Anti-Enzyme Protection
 Against Decay Acids**
 ...even where brush can't reach



A leading university reports that Pepsodent protects against dangerous enzyme-formed acids that cause decay! That's because Pepsodent's Oral Detergent cleans even hard to get at places where most tooth decay starts!

PEPSODENT gives you a
Clean Mouth Taste for **Hours**
 thanks to **ORAL DETERGENT** discovery!

It's a fact—proved by university scientists—that Pepsodent keeps your teeth cleanest of the leading toothpastes. Your own proof is the clean mouth taste for hours!

Why can Pepsodent do this? Because only Pepsodent has **ORAL DETERGENT**—the exclusive combination of **IRIUM** (purified alkyl sulphate) for cleaning teeth—plus **I.M.P.** (insoluble metaphosphate) for polishing teeth. And you know the cleaner your teeth, the cleaner your breath and the better you fight decay. Lever Brothers Company unconditionally guarantees your satisfaction or your money refunded.



Have you tasted new
 Pepsodent Chlorophyll?

National
HOMES

PRESENTS THE ALL-NEW 1954

"PACEMAKERS"

Feature for Feature, the Lowest-Cost 2, 3 and 4-Bedroom Homes in National's History!

"A surprise in every room" truly describes the new 1954 "Pacemakers" by National Homes. And they're well within your means . . . and within your dreams!

Yes, you'll be proud, happy and comfortable when you live in a "Pacemaker." Low down payment, and just about \$2 per day—that's how easy it is to have one!

Your choice of many step-saving *traffic-flow* floor plans and ranch-type exteriors, created under the inspired direction of Charles M. Goodman, AIA, world famous architect.



And look what you're getting: new and bigger kitchens with a larger dining area, additional cabinets and drawers, more work surfaces . . . bedrooms with the newest shoulder-high windows . . . additional floor-to-ceiling closets with folding doors . . . color styled and decorated by Beatrice West, America's foremost authority . . . automatic furnace and water heater . . . modern bathroom . . . storage space galore . . . dozens of other fine home features.

NATION-WIDE SHOWING STARTS OCTOBER 3

Watch Newspapers for Details

Now see the best! Check local papers for the "Pacemaker" Open House nearest you. Or write National Homes Corporation, Dept. LF3, for illustrated folders. No obligation.



3-BEDROOM "PACEMAKER"

Now—Air Conditioned!

All National homes are now available with air conditioning at unbelievably low cost—annually averages only a few cents a day to operate!

OTHER OPTIONAL EQUIPMENT: Bendix Duomatic or Automatic Washer and Dryer; Crosley Dishwasher Sink; Norge Range and Refrigerator; Kitchen Exhaust Fan; Storm Windows; Porches, Breezeways, Carports or Garages.

NATIONAL HOMES ALSO ANNOUNCES THE 1954 "CUSTOM-LINE" HOUSES

—larger models, some with bath and a half or two baths, Modernfold Doors, plus many additional deluxe features.

© 1953, N. H. C.

BETTER HOMES BUILD A BETTER AMERICA

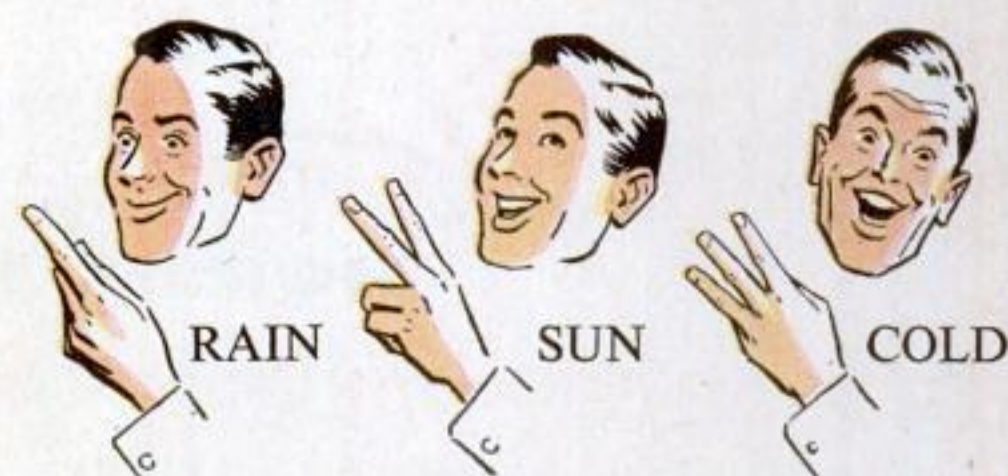
National
HOMES[®]

NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA HORSEHEADS, N.Y.



National Homes prefabricated panels and structural parts as they leave the assembly plant carry the Good Housekeeping guarantee seal and Parents' Magazine seal of commendation.

AN *Alligator* COAT MAKES SENSE



\$8.50 to \$49.75

**And Now Something New
has been added to the famous
"coat you'll live in"**

What will your new coat do for you?

If it's an Alligator, the flair and drape of its generous yardage, and the obvious tailored elegance will give you that "million dollar" feeling. You'll be wearing America's most wanted coat . . . and you'll know it.

Besides the classic all-time favorite gabardines, there's a choice of new patterns and colors in a wide variety of fabrics . . . including Dacron* and Orlon† blends.

All have the unmistakable mark of Alligator smartness. All have Alligator usefulness . . . rain, sun, or cold. And all are outstanding values.

Man! An Alligator coat does make sense.
Coats with Zip-Lined Warmers available in many models.

DACRON GABARDINE! Exciting new Alligator gabardine, finely woven of 50% DACRON, 50% WOOL WORSTED. Amazing wrinkle resistance and super water repellency . . . \$40.75.

Also Rayon and Dacron blend gabardine, plain or gabardine twist . . . \$29.75.



ABOVE left. America's most wanted gabardine . . . GOLD LABEL all wool worsted! An outstanding value at \$40.75. **CENTER,** Alligator WEATHER-STYLE all wool worsted in smart patterns and colors . . . \$37.75. **RIGHT,** ALLIGATOR WEATHERSTYLE Shetland, an exciting outercoat value at just \$33.75. All are water repellent processed.

LEFT. Why look bedraggled in the rain when you look so smart in a lighter weight Alligator—wet or dry. Model shown, single breasted TRAVEL-WEIGHT . . . \$19.75, trench model \$20.75. Many other Alligators, water repellent or waterproof . . . from \$8.50.

Alligator
ALL-WEATHER COATS

At Better Stores Everywhere

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

*DuPont's polyester fiber †DuPont's acrylic fiber



5 REASONS WHY MILLIONS OF STANBACK ARE USED YEARLY

1. Several fast-acting medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
2. Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.
3. As a gargle STANBACK relieves sore throat due to colds.
4. Relieves simple headache — neuralgia, discomforts due to colds.
5. Handy to carry in pocket or purse for convenience at work or play.



**Snap Back with
STANBACK**

Personalized License Plates!

BOB
1953 • 1953

YOUR NAME IN STATE LICENSE TAG CLOSURE...
for bikes, autos, wagons, scooters, tri-cycles... name up to 7 letters embossed in baked enamel colors on 25 gauge steel

Send \$1.00 with your name and address and the name you want embossed. Order Today!
B. CANTOR, DEPT. L9, 1711 Walnut St., Phila. 3, Pa.

AFTER THE GAME

TNT POPCORN

A-1 SAUCE

Makes FISH delicious!

Ask for A-1 when dining out, too!

ARE YOU ON OUR MAILING LIST?

FREE Send for our thrilling 18-pg. Christmas book of Florida's Finest Fruits and Delicacies in full natural color... 56 world-famous COBB'S GOLDEN GIFTS from \$2.50 to \$24.95. Solve every gift problem—delight every family.

SPECIAL—World's most beautiful Christmas Tree!!!

Cobb's WRITE TODAY!
BOX 1F,
LITTLE RIVER (MIAMI), FLA.

**WORM YOUR DOG WITH
PULVEX
WORM CAPSULES**

Expel all common type worms with one combination treatment

ANOTHER COOPER PRODUCT

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen
EDITORIAL DIRECTOR.....John Shaw Billings

Edward K. Thompson.....MANAGING EDITOR
Maitland A. Edey.....ASSISTANT
Sidney L. James.....MANAGING EDITORS
John K. Jessup.....CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR

BOARD OF EDITORS

Robert T. Elson, Gene Farmer,
Joseph Kastner, Marian A. MacPhail,
Hugh Moffett, John Osborne,
Philip H. Wootton Jr.

STAFF WRITERS

Herbert Breen, Fillmore Calhoun, Robert Coughlan, Ernest Havemann, Winthrop Sargeant, Joel Sayre, Robert Wallace.

PHOTOGRAPHIC STAFF

Ray Mackland.....PICTURE EDITOR
ASSISTANTS: Loudon Wainwright, John Bryson.

Margaret Bourke-White, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Wallace Kirkland, Nina Leen, Thomas McAvoy, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, George Silk, George Skadding, W. Eugene Smith, Howard Sochurek, Peter Stackpole, Hank Walker.

FILM EDITORS: Margaret Sargent, Barbara Brewster, Miriam Smith.

ASSOCIATE EDITORS

Oliver Allen, Donald Birmingham, William Jay Gold, William P. Gray, Mary Hamman, John Jenkinson, Sally Kirkland, Kenneth MacLeish, Tom Prideaux, Marshall Smith, Claude Stanush.

ASSISTANT EDITORS

William Brinkley, John Crider, Earl Brown, Robert Campbell, Gene Cook, John Dille, David B. Dreiman, Lee Eitington, Honor Fitzpatrick, Timothy Foote, Nancy Genet, Muriel Hall, Jerry Hannifin, Richard W. Johnston, Mary Leatherbee, Patricia O'Connell, Norman Ross, Dorothy Seibering, Mary Lou Skinner, John Stanton, Margit Varga, Valerie Vondermuhl, Robert Wernick, Keith Wheeler, A. B. C. Whipple, Warren Young, David Zeitlin.

REPORTERS

Robert Ajemian, Shana Alexander, Mary Elizabeth Barber, Margaret Bassett, David Bergamini, Margery Byers, Vivian Campbell, Barbara Dawson, Anne Denny, Beatrice Dobie, Terry Drucker, Laura Ecker, Clay Felker, Jean Ferriss, James Goode, Patricia Graves, Roxane Guerrero, Terry Harnan, Kay Hendry, Alice Higgins, Helen Hodges, Judith Holden, Bayard Hooper, Grayce Horan, Monica Horne, Patricia Hunt, Sam Jaffe, Leon Jaroff, Patricia Johnson, Doris Kinney, Nancy King, James Leventhal, Helena Malinowska, Mary Ellen Murphy, Loretta Nelson, Susan Neuberger, William Pain, Eleanor Parish, Patsy Parkin, Maya Pines, John Porter, Henriette Rosencburg, Robert Shnayerson, Kathleen Shortall, Gabrielle Smith, Jeanne Stahl, Marion Steinmann, Henry Suydam Jr., Lucy Thomas, Alice Thompson, Virginia Unsell, Claire Walter, Margaret Williams.

COPY READERS

Helen Duell (Chief), Dorothy Illson, Iraine Barry, Alison Kallman, Clara Nicolai, Suzanne Seixas, Rachel Tuckerman.

LAYOUT

Bernard Quint, David Stech (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Fernando Martinez, Behri Pratt, Anthony Sodaro, Alfred Zingaro.

PICTURE BUREAU

Dorothy Hoover (Chief), Natalie Kosek, Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY

William J. Sumits (Chief), George Karas.

PICTURE LIBRARY

Alma Eggleston (Chief), Jennie Hart, Doris O'Neil.

NEWS SERVICES

U.S. AND CANADIAN: Lawrence Laybourne (Chief of Correspondents), Irene Saint, Tom Carmichael, Marshall Lumsden, Jean Snow. BUREAU—WASHINGTON: James Shepley, George Hunt, Mary H. Cadwalader, Helen Fennell, William Goodrick Jr., Will Lang; CHICAGO: Sam Welles, Ralph Graves, Robert Drew, Jane Estes, Richard Meryman Jr.; LOS ANGELES: Ben Williamson, Frank Campion, Stanley Flink, Virginia Hobbs, Philip Kunhardt Jr., Frank Pierson; ATLANTA: William S. Howland, Coles Phinizy; BOSTON: Jeff Wylie, George Shiras; DALLAS: William Johnson, Scot Leavitt; HOUSTON: Willard C. Rappleye Jr.; DENVER: Ed Ogle, Charles Champlin; DETROIT: Fred Collins, Edward Kern; SAN FRANCISCO: Alfred Wright, Richard Pollard, Robert Morse; SEATTLE: Dean Brelis; OTTAWA: Serrell Hillman, Byron Riggan; MONTREAL: William White; TORONTO: Edwin Rees.

FOREIGN: Manfred Gottfried (Chief of Correspondents), John Boyle, George Caturani. BUREAU—LONDON: Andre Laguerre, Donald Burke, Dora Jane Hamblin, Ruth Lynam, John Mulliken, Penelope Ward; PARIS: Eric Gibbs, John Thorne, Mathilde Camacho, Nathalie Kotchoubey, Joann McQuiston, Milton Orshelsky; BONN: Frank White, Roy Rowan; ROME: Robert Neville, John Luter; MADRID: Piero Saporiti; JOHANNESBURG: Alexander Campbell; MIDDLE EAST: James Bell; NEW DELHI: James Burke; SINGAPORE: John Dowling; HONG KONG: John Mecklin; TOKYO: Dwight Martin, Donald Wilson; MEXICO CITY: Robert Lubar; PANAMA: Philip Payne; RIO DE JANEIRO: Cranston Jones; BUENOS AIRES: Ramelle McCoy.

PUBLISHER

Andrew Heiskell
ADVERTISING DIRECTOR
Clay Buckhout

*These radiator hoses
may look alike...*



*but your Chevrolet
knows the difference!*

**Protect the performance of your Chevrolet
with Genuine Chevrolet Parts**

Like beauty, quality is more than "skin-deep." And that spells the big difference between these two identical looking radiator hoses. For one was manufactured of the same fine quality materials and with the same high standards of workmanship used in the radiator hoses that were originally installed in your Chevrolet at the factory. It's a Genuine Chevrolet Part—made to fit right . . . function better . . . last longer. Remember . . . parts may look alike, but your Chevrolet knows the difference. That's why you should always specify Genuine Chevrolet Parts . . . installed by

your Chevrolet dealer and leading independent garages and service stations everywhere.



AVAILABLE WHEREVER YOU GO
Made to fit right . . .
function better . . . last longer



Your Chevrolet Dealer



At last—a washer and

NORGE

PRESENTS THE NEW

"Laundry Maids"

**A totally new type of dryer—the *Time-Line Automatic Dryer*—
made to match the famous *Time-Line Automatic Washer***

**The only dryer
that dries
clothes four
different ways
automatically**

Now you can dry everything automatically—even hand-knit socks or lastex girdles! For Norge provides *four separate drying methods* at the flick of a switch. Of course you can dry clothes as in other dryers—with *tumbling, heat and air*. But only Norge lets you *turn off* either the heat or the tumbling—or both—so you can dry *any fabric* quickly and safely.

It's every way better—Norge has the *fastest* drying rate . . . the *lowest* heat level (140° maximum—lower than the lowest hand-iron temperature) . . . the *largest*

blower fan (three times the average size) . . . the *largest* cylinder (with no perforations to fray clothes or catch lint) . . . the *largest* door (open it all the way with a touch of your knee or finger) . . . a *removable rack* for non-tumble drying . . . *ozone lamp* to leave clothes sunshine-sweet . . . *automatic interior light* and safety switch (light goes on, dryer action goes off when door is opened—resumes automatically when closed) . . . *easy installation* without bolting down or special fittings. Gas or electric models. From \$239.

NORGE GUARANTEES that any fabric or fiber that's safe in water is safe in a Norge! Whether you buy the washer, the dryer, or both—Norge will refund your full purchase price if you're not completely satisfied.

**The washer that
made automatic
washing history
—now better
than ever**

Now, the Norge Time-Line Automatic Washer that introduced a superior way to wash, rinse and spin-dry clothes has even improved on its own improvements! The new, exclusive *Safety Spin* stops instantly if the lid is raised—automatically starts again where it left off when the lid is closed. But raising the lid at any other time during the fill, wash or rinse cycles doesn't stop Norge's efficient action.

If it's hand-washable, it's Norge-washable—From grimy work togs to filmy lingerie, Norge's extra-

thorough, extra-gentle action is *safe*. And though Norge is completely automatic, it's completely *flexible*, too—a touch on the lighted Time-Line knob lets you skip, shorten or lengthen any operation. Norge's extra large *Wave Action* agitator gets clothes *cleaner* with less hot water . . . does it so gently that normal fabric life is actually prolonged. *Five-Way Warm Rinsing* floats out every trace of soap and soil . . . *Super-Spin* leaves clothes fluffy, tangle-free, almost ironing-dry. \$279. With Safety Spin, \$299.



The beautiful, functional styling of the new Norge Laundry Maids has been selected by the Museum of Modern Art for its coveted Good Design Citation.

NORGE • HOME APPLIANCE DIVISION OF BORG-WARNER, CHICAGO 54 • IN CANADA: ADDISON INDUSTRIES, TORONTO



Watch Garry Moore on CBS-TV for NORGE
—see your local paper for time and channel

REFRIGERATORS



Copyrighted material

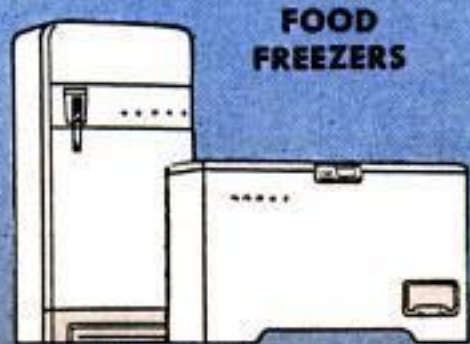
a dryer safe for any fabric!



GAS RANGES



**FOOD
FREEZERS**



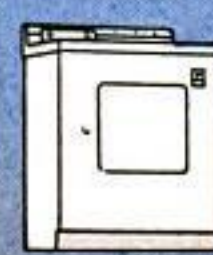
ELECTRIC RANGES



**AUTOMATIC
WASHERS**



**AUTOMATIC
DRYERS**



WRINGER WASHERS



WATER HEATERS



FREE

(OF EXTRA COST)



**PROVE TO YOURSELF:
THE BEST COSTS LESS!**



To Introduce **STAY FAST**—
Creamiest, Longest Lasting
Lipstick Ever Created ...

We're Giving You a **FREE** Bottle
of new Chip-Pruf **Cutex** Polish
GUARANTEED* to be
the World's Longest-Wearing!

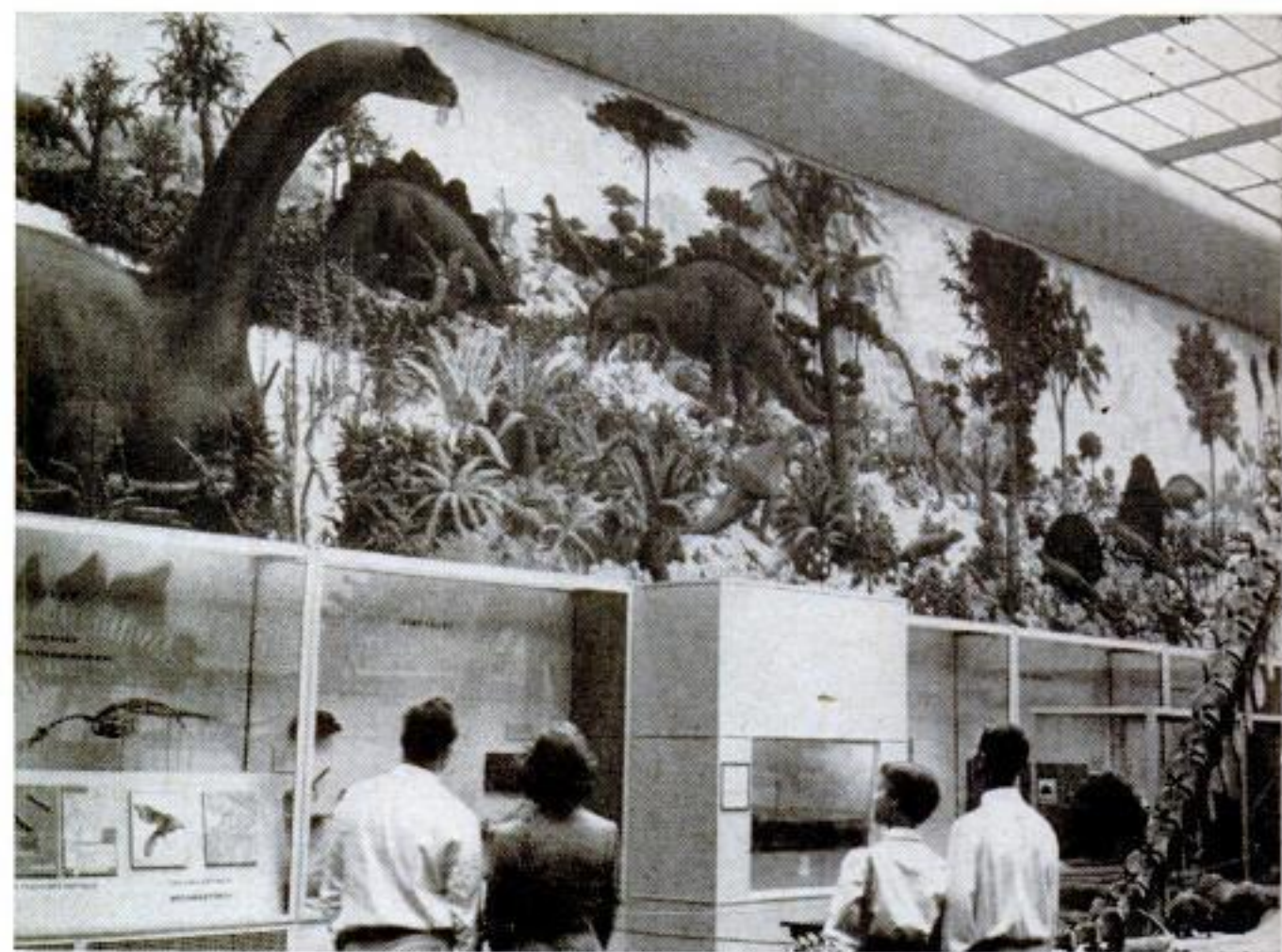
For a limited time only—a special beauty bonus of Chip-Pruf Cutex—FREE with your purchase of new Stay Fast Lipstick! See for yourself how long-lasting Stay Fast stays on and on ... how its "Moisturizing Action" keeps lips smoother, softer! And for beautiful fingertips you'll love Chip-Pruf Cutex, guaranteed to be the world's longest-wearing nail polish. Get your FREE bottle of Chip-Pruf Cutex when you buy America's finest new lipstick.

*Guarantee on package

ONLY 59¢ (plus tax)

CHOOSE FROM A WIDE RANGE OF BEAUTIFUL COLORS

LETTERS TO THE EDITORS



RUDY ZALLINGER'S DINOSAUR MURAL AT YALE IS 110 FEET LONG

EVOLUTION

Sirs:

The appearance of "The World We Live In, Part V: The Pageant of Life" (LIFE, Sept. 7) marks another major accomplishment of LIFE in the field of science. . . .

L. H. ADAMS

Carnegie Institution of Washington
Washington, D.C.

Sirs:

"The Pageant of Life" was just wonderful! I am wondering where you obtained the drawings of the reptiles and dinosaurs. They look like they came from the mural in the Yale Peabody Museum. Am I right?

ADELAIDE COMBATTENTE

Los Angeles, Calif.

● Yes, see picture at top. Artist Rudy Zallinger spent more than three years painting it under direction of the Peabody Museum staff. He has now completed a second painting, showing the evolution of mammals. Commissioned by LIFE and supervised by Yale scientists, this painting will appear in Part VI of "The World We Live In," eventually will be reproduced as a second mural in Peabody Museum.—ED.

Sirs:

I feel very small and humble after reading of life so long ago. If animals that grew to be so huge became extinct, what of man who lives 60 or 70

years on the average? Are we only a steppingstone in God's plan for this world we live in? An article such as this sets one to thinking of one's worth to this life. LIFE magazine has my high praises for the good work.

MRS. HAROLD RICHARD
Mitchell, Neb.

Sirs:

"The Pageant of Life" is a subtle denial of God and sick with the heinous germs of an evolutionist's claim to absolute positivism, relegating man to an animalistic and mundane classification. . . . May I say, as a scientist, that when you so authoritatively propound as dogma that "... all substantial opposition to its major tenets vanished—among scientists at least," you have assumed one protoplasmic molecule too much. . . .

WILLIAM F. SEIP

Johns Hopkins Hospital
Baltimore, Md.

Sirs:

I have heard God called a "fortuitous concourse of atoms" with reference to the creation of life, and now "unknown catalytic agents."

NEWMAN P. STRIBLING
Houston, Texas

Sirs:

If the time is correctly estimated, the first two verses of the Book of Genesis should account for the first hundred million years. It matters little to me whether the Lord was a billion years or six days in creating this world as we know it. In II Peter we read, "that one day is with the Lord as a thousand years and a thousand years as one day." But what vitally matters to me is to know that God the Father is the architect. . . .

FRANK ATWOOD
Lemon Cove, Calif.

Sirs:

Mr. Barnett writes: "Darwin was a religious man, and it was not he but some of his followers who wished to dispense with God. . . . 'There is grandeur,' wrote Darwin, 'in this view of life . . . having been originally breathed by the Creator into a few forms or into one. . . .'" But the phrase "by the Creator" did not appear in this sentence in the first editions of Darwin's *Origin of Species*. In fact, it was placed there by Darwin in certain succeeding editions to conciliate powerful religious forces by which he was being verbally assailed.

Please send 

to _____ name _____
address _____
city _____ zone _____ state _____

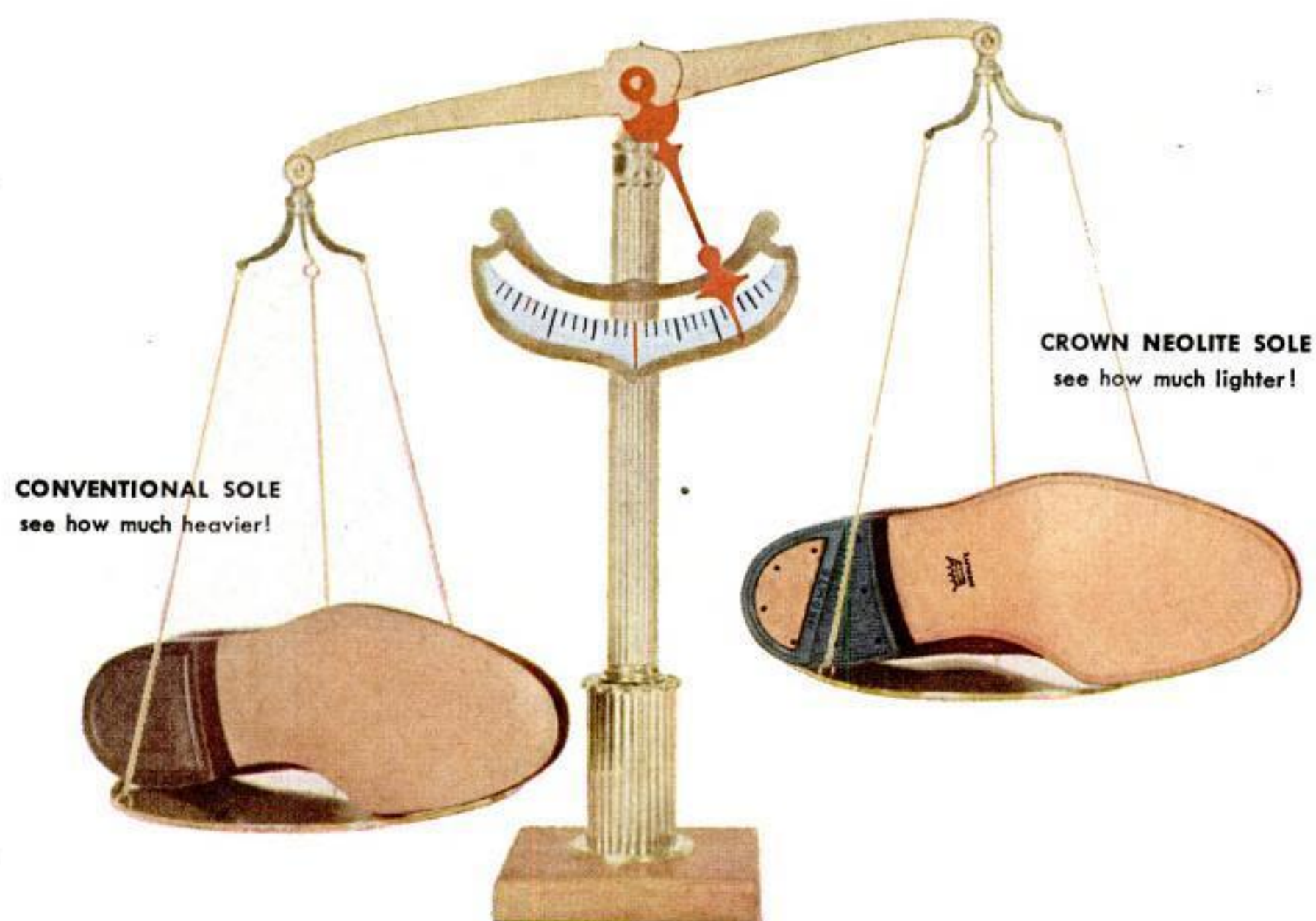
ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3439

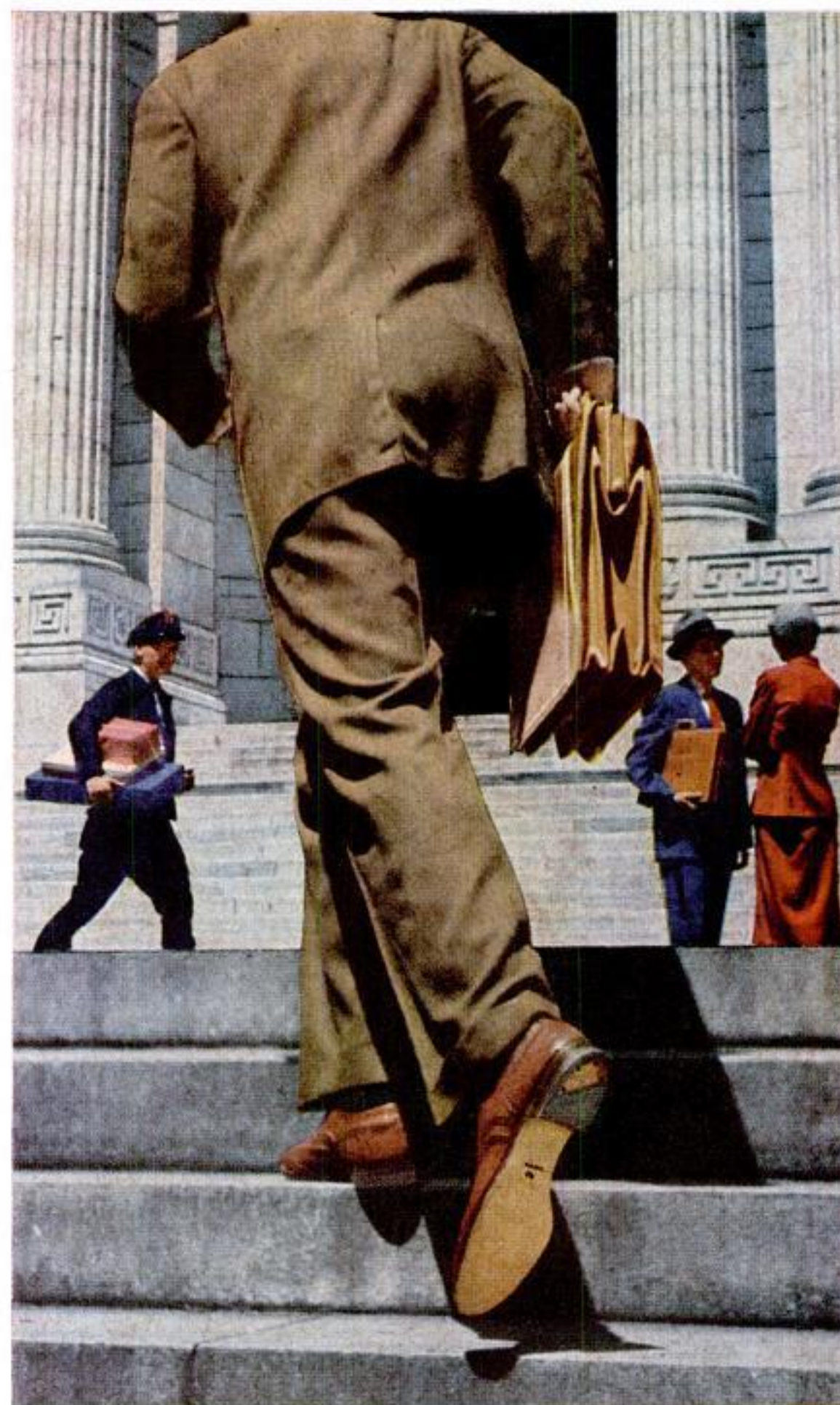
CONTINUED ON PAGE 15

**Now lift a ton less
every day by making
each step ounces lighter!**



The lightest dress shoe sole ever made!

New CROWN NEOLITE Soles are so much lighter they save you ounces every step you take—actually save your feet a *ton* of needless lifting every single day!



Get longer wear...a lighter step

Though they're far lighter and more flexible, new CROWN NEOLITE Soles give all that extra NEOLITE wear—help keep family shoe bills down!

NEW CROWN NEOLITE SOLES

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



Feel fresher at night!

Your feet will feel lighter all day long, once you stop carrying needless weight and step out in shoes with CROWN NEOLITE Soles! They're 25% lighter—the most downright *comfortable* soles *ever* made for street wear!



Look for the Crown!

The Crown emblem over the NEOLITE name identifies this new, lighter sole. So to step lightly—*Step On It!* Insist on new CROWN NEOLITE Soles when you buy shoes or have shoes re-soled.



Custom-crafted luxury you can afford!

Valentine Seaver Designs



*America's
finest fashions
in furniture!*

Here is good news for those who appreciate the finer things of life! Whatever you've wanted in furniture—extra smart designs . . . rich fabrics . . . fine craftsmanship . . . true quality construction . . . deep luxurious comfort—all can be yours with new Valentine Seaver Designs.

Best news of all is the moderate price of this custom-crafted furniture! Sofa from the Huntington Group, as shown here, \$259.00. Prices slightly higher in some areas. Write for name of your nearest dealer.

by **KROEHLER**

(Say KRAY-LER)

World's Largest Furniture Manufacturer

HOME FASHION TIME
SEPT. 24 TO OCT. 3

GENERAL OFFICES: CHICAGO 11, ILLINOIS

Copyrighted material.

LETTERS TO THE EDITORS CONTINUED

On March 29, 1863, less than four years after publication of the second edition, he wrote in a letter to Sir Joseph Hooker: "But I have long regretted that I truckled to public opinion, and used the Pentateuchal term of creation, by which I really meant 'appeared' by some wholly unknown process. It is mere rubbish thinking at present of the origin of life..."

It is true that Darwin, when the first edition was published, was not yet an avowed agnostic, an attitude of nonbelief in the existence of God which he frankly confessed in 1879 in his autobiography....

ROBERT H. SCOTT
San Francisco, Calif.

Sirs:

There is one thing lacking, the poem *Evolution* by Langdon Smith. He wrote the first of 14 stanzas in 1895. The first stanza—

When you were a Tadpole and I was a Fish,
In the Paleozoic time,
And side by side on the ebbing tide,
We sprawled through the ooze and
slime,
Or skittered with many a caudal flip
Through the depths of the Cambrian
fen—
My heart was rife with the joy of life,
For I loved you even then....

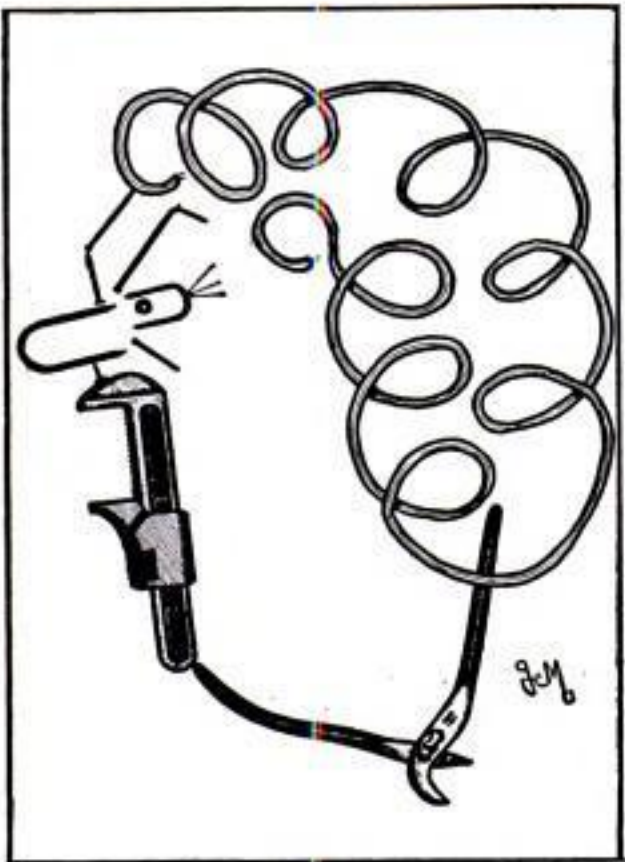
CARLE A. BRYANT
Pawtucket, R.I.

SPEAKING OF PICTURES

Sirs:

I enjoyed your Speaking of Pictures (LIFE, Sept. 7) with the hardware portraits of people who build new houses, made of builder's hardware. However, being a member of a St. Louis building firm myself, I feel that probably the most important member of your building crew was omitted: "Homeowner's wife with monkey wrench mouth offers helpful suggestion" (below).

JERRY MAYER
St. Louis, Mo.



DIABETES

Sirs:

On behalf of the American Diabetes Association I wish to thank LIFE for its excellent story, "The Man Who Beat Diabetes" (LIFE, Sept. 7). The article will do a great deal to illustrate that diabetics can live active, happy, productive lives. Not to minimize Bill Talbert's great achievements, there are other famous diabetics—H. G. Wells, Hugh Walpole, Senator Clinton P. Anderson, Dr. George R. Minot (discoverer of liver extract in the treatment of pernicious anemia), big-league ballplayer Bill Nicholson and many others.

The most important thing about

diabetes is to find out early that you have it, and keep it under control.

JOHN A. REED, M.D.
Secretary
American Diabetes Association
New York, N.Y.

Sirs:

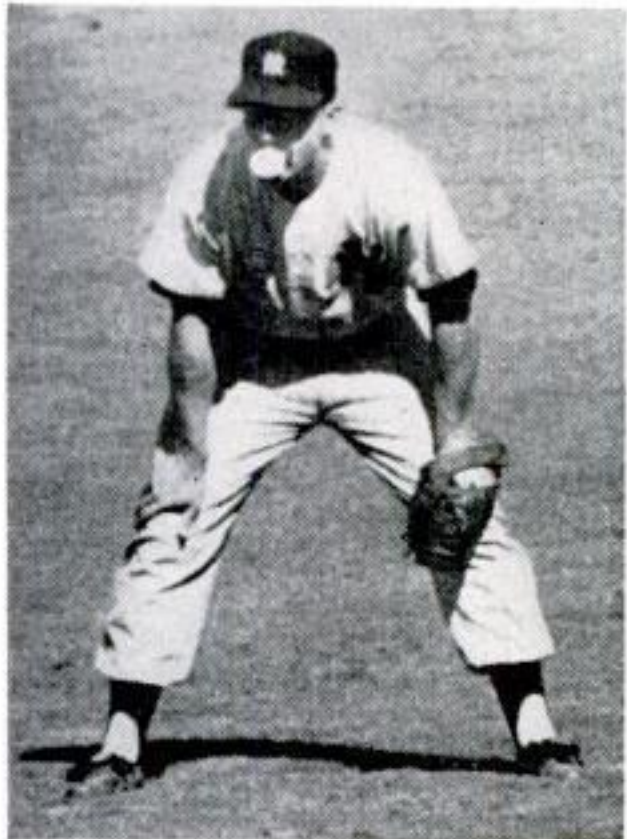
... Wasn't it Sir William Osler, the famous 19th Century physician, teacher and medical philosopher, who said, the way to long life is to develop a chronic disease and take care of it?

LOU MIDDLETON
Grand Rapids, Mich.

BALLPLAYER'S BUBBLES

Sirs:

In LIFE on the Newsfronts of the World (Sept. 7) you show 12-year-old Joe Sims chewing bubble gum in the Little League Series. Here is Mickey



Mantle doing the same thing. Maybe Mickey took a page from Joe's book. Anyway, they are both champions.

RAWLINGS KEEFE
Norfolk, Va.

SOME PWs RENOUNCE U.S.

Sirs:

I wish to express my sincere thanks to Writer William Brinkley and Photographer Bob Kelley who made possible the story of Cpl. Bennie Smith (LIFE, Sept. 7). One seldom sees such a simple and clearly written account of a deep social problem which confronts Americans today....

Here is a chance for the American people to show the men who are coming back from Korea—yes, even the Bennie Smiths—that we do still believe in the personal independence of each man to think his own thoughts.

N. STURM
West Lafayette, Ind.

Sirs:

The fact that we have people like Cpl. Smith and the few others like him in this country makes me sick. He should have had the decency to remain with those other "peace fighters" he was so buddy-buddy with.

SGT. WILLIAM LAWRENCE
Fort Campbell, Ky.

Sirs:

Well, good luck Corporal Smith, but I'm afraid you're in for a lot of surprises. Three years in prison camp have probably shielded from you the fact that in the U.S. 1953 it is virtually impossible to assert that you are "not anti-Communist" without expecting some drastic results....

JEANNE WALSH
Hoxsie, R.I.

Mothers trust Pablum...
the preferred name in cereals
for baby for twenty-one years



4 varieties at your druggist's or grocer's



Boon to Mother... Safe for Baby!
Exclusive "Handy-Pour" spout prevents messy spilling... keeps baby's cereal fresher and safer between feedings.

Best to Start On... Best to Stay On!
Four wonderful Pablum® Cereals give baby variety, plus high nutritional values so important through his third year.

Time for Baby's Visit to the Doctor's?
Don't put it off! He's anxious to help you, even with your smallest problem. Look to him for expert advice.

Pablum is the original pre-cooked cereal made only by Mead Johnson & Co.
—world-famous for nutritional products for infants and children





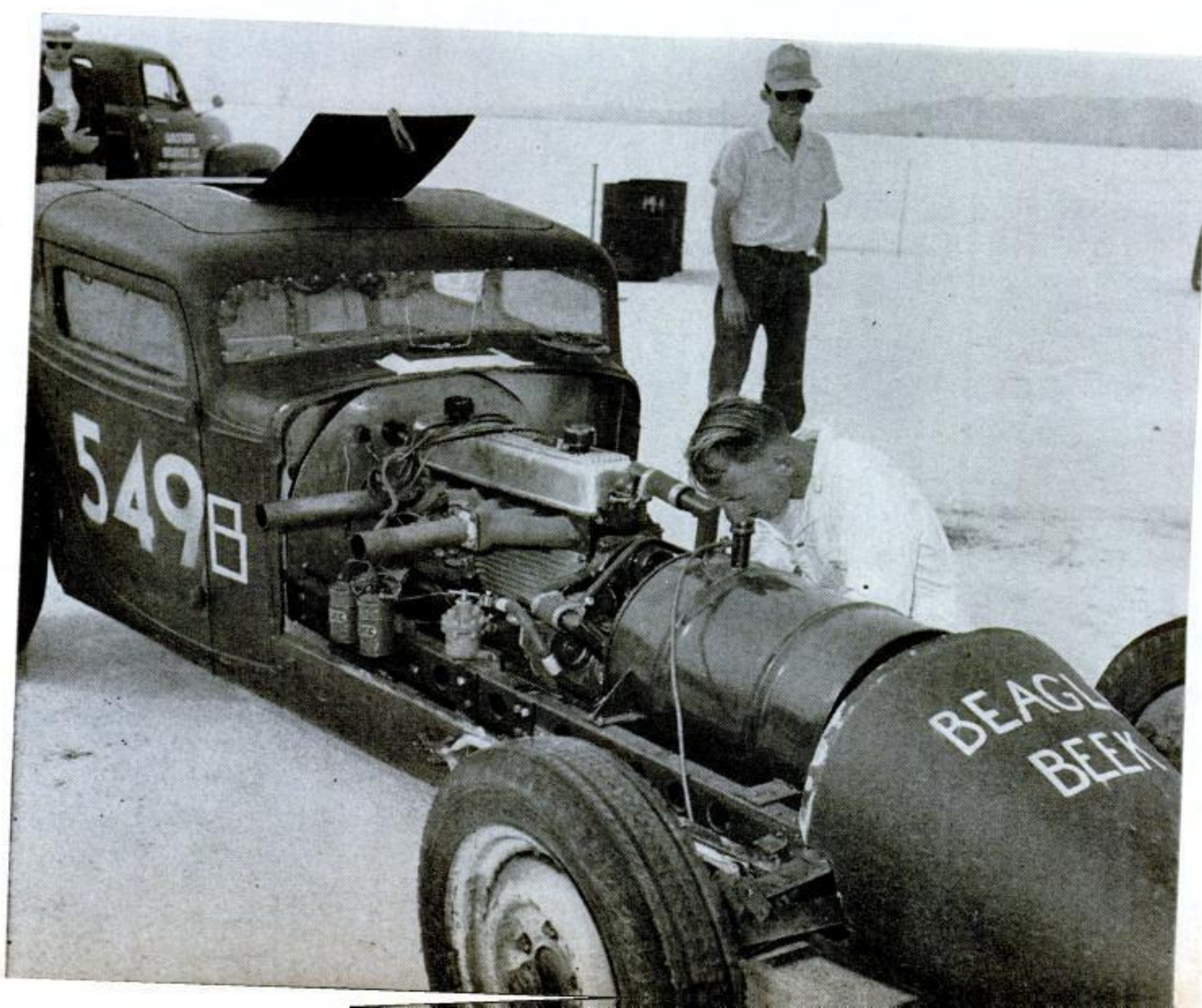
CONVERTED AIRPLANE BELLY TANK, WITH MADE-OVER FORD MOTOR MOUNTED BEHIND DRIVER LEROY HOLMES, DID BETTER THAN 202 MPH ON ITS BEST RUN

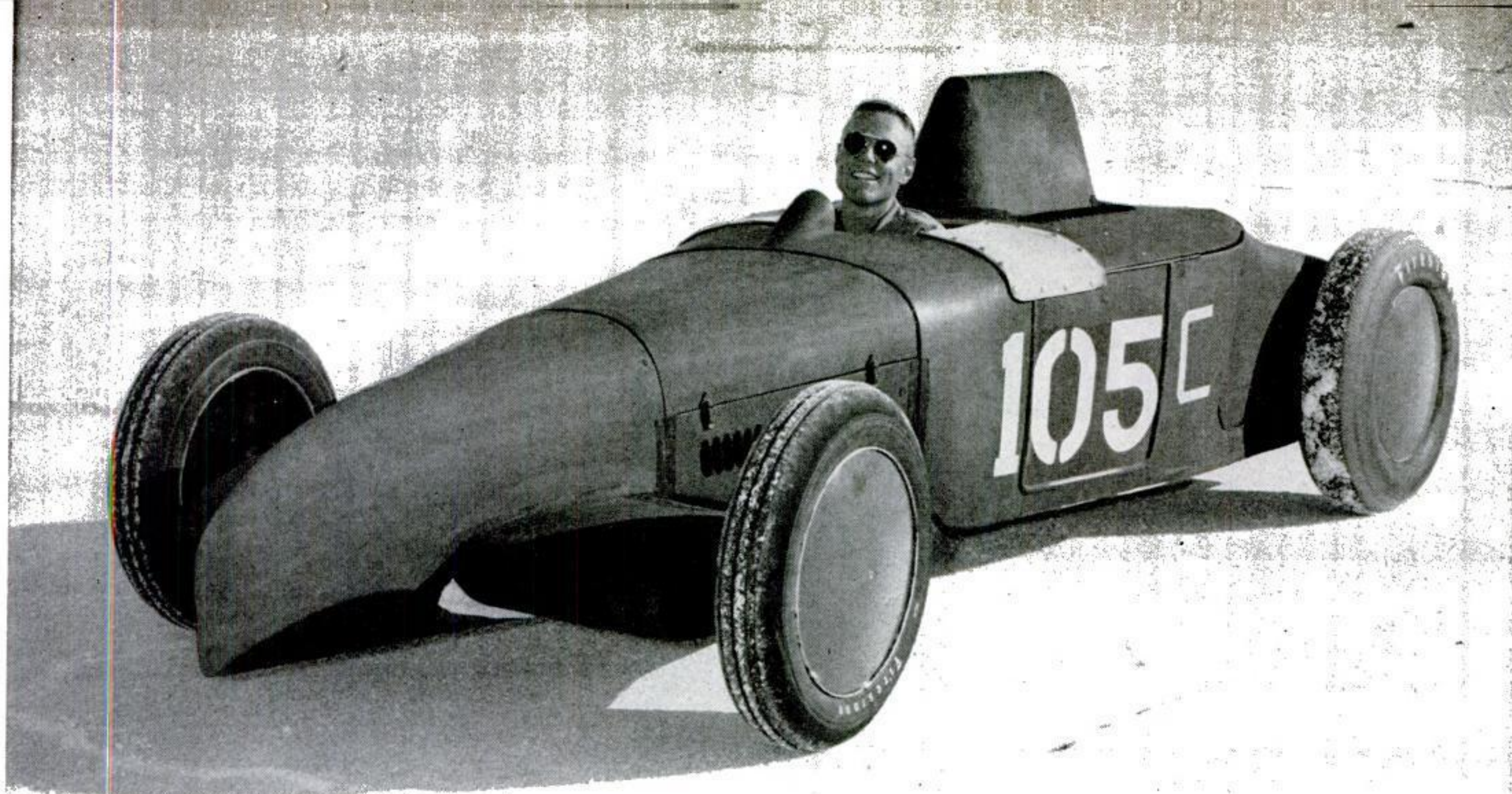
IN A TIME TRIAL, HARVEY HALLER DRIVES HIS

SPEAKING OF PICTURES

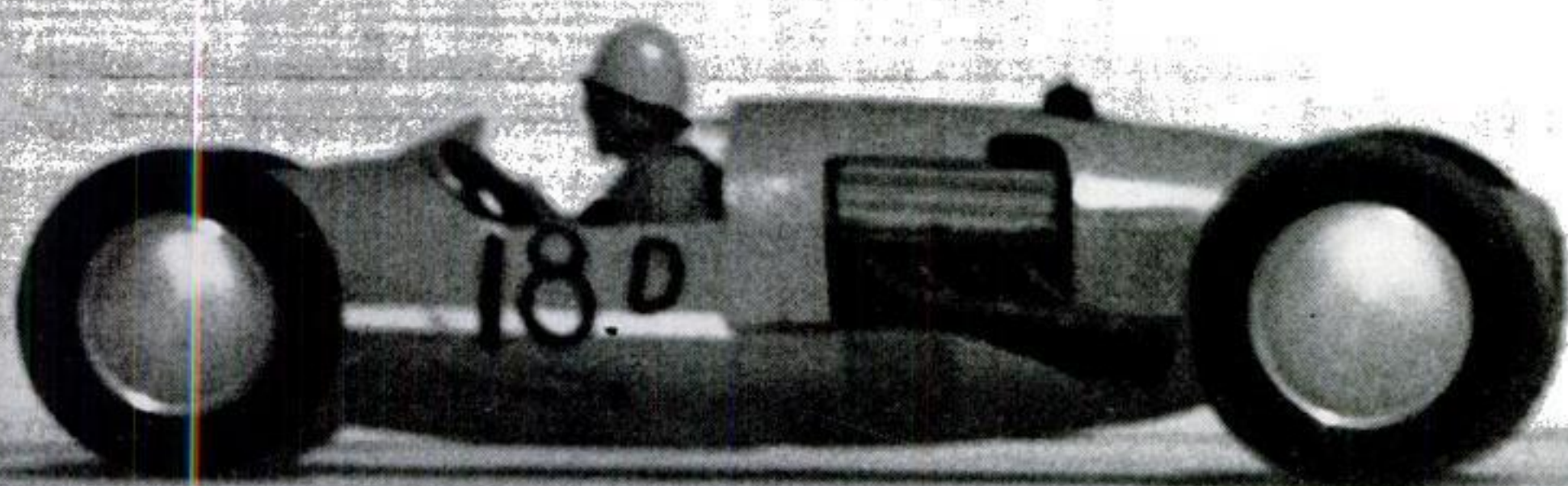
These strange shapes set
speed marks on salt flats

COMPETITION COUPE has
55-gallon water drum forward of
motor to cool engine, keep car
on ground in 144.46 mph run.
Driver gets in car via trap door.





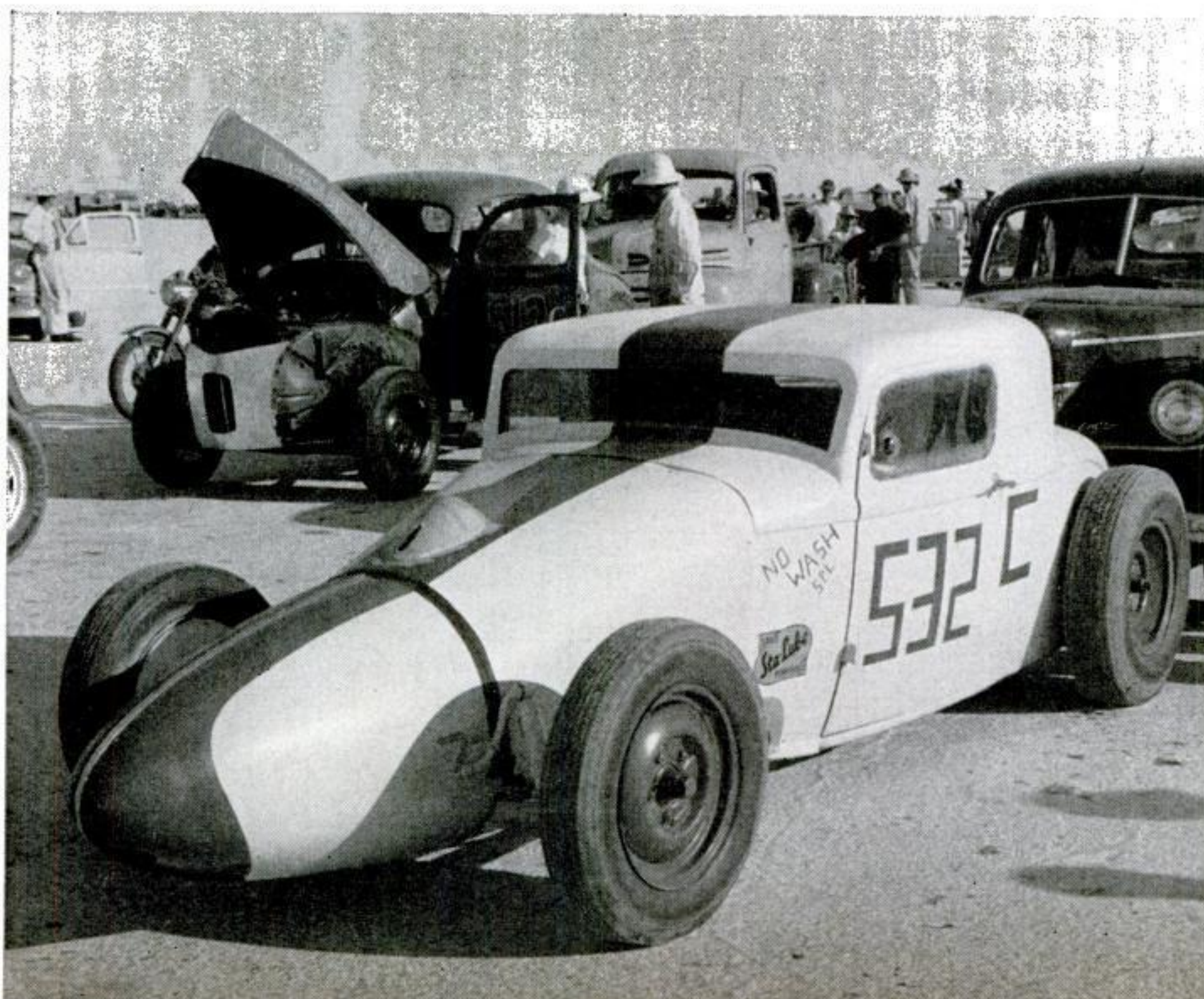
MODIFIED ROADSTER HAD ALTERNATE MOTORS. FAILING TO GO FAST ENOUGH WITH ONE, DON WAITE TOOK IT OUT, PUT OTHER IN, HIT SPEED OF 191.59 MPH



MOTORIZED REAR-ENGINE WING TANK 210 MPH

The glistening salt flats of Bonneville, Utah were overrun this month by some of the oddest shapes the motor age has produced. They were some 300 hot rods brought to the flats to take part in the fifth annual Hot Rod Time Trials. The class known as "lakesters," because they were developed for racing on dried-up lake beds, were made from airplane wing and belly tanks. The "competition coupes" and "modified roadsters" had cut-down bodies and grotesquely elongated engine hoods. There was a motorcycle that looked like a torpedo (*next page*). All cars, no matter what their shapes, were very fast. Several of them bettered 200 miles an hour, and before the trials were over 15 new records had been set in various classes.

CUT-DOWN COUPE, known as North Washington Special, is 1932 Ford with 1942 Mercury motor. It hit 129. The vent on hood feeds air to carburetors.



LEWYT

THE "NO DUST BAG
TO EMPTY"
VACUUM CLEANER

OFFICIALLY ENDORSED

by NATIONAL INSTITUTE
OF RUG CLEANING, INC.

... official association of professional rug
cleaners, owners and operators of professional
rug cleaning plants.

Read what the National Institute of
Rug Cleaning says about the Lewyt!

"Its cleaning power, quietness, free-
dom from leaking dust, ease of use
—all combine to make the Lewyt an
exceptionally fine vacuum cleaner for
daily use in the home."

Vacuum your rugs daily. Have them profes-
sionally cleaned at least once a year by a
professional rug cleaner.



NEW 1954

LEWYT

WORLD'S FIRST AND ONLY VACUUM CLEANER TO GIVE YOU

automatic **4-WAY** rug cleaning



Listed by
Underwriters
Laboratories

- Cleans rugs 4 ways at a stroke! Exclusive No. 80 Carpet Nozzle combs rugs, brushes them, uses 2 kinds of suction—gets *all* the dirt!
- Pivots on "Circular Track" base! Reaches wall-to-wall from center of room! No "swivel-top" to jam! Won't tip over!
- Quietest of all—no roar!
- No dust bag to empty! Toss out extra-big "Speed Sak" a few times a year!
- Allergy-proof Filter System! Traps dust particles even smaller than 4/100,000 of an inch!
- No extras to buy! Comes with all tools to clean floor-to-ceiling! See a demonstration at your dealer's!

DO IT with LEWYT

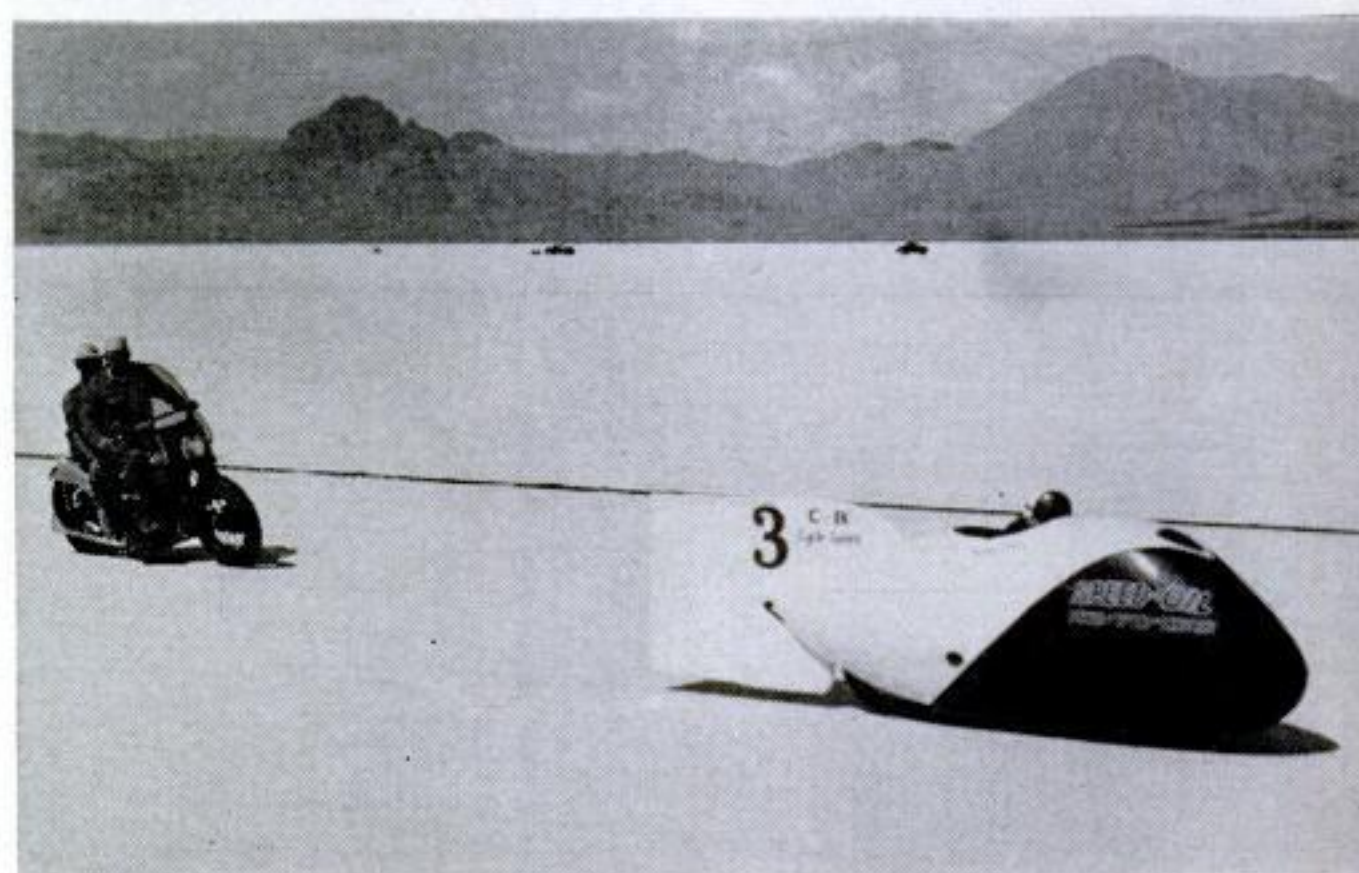
*Manufacturer's recommended retail price

Also available at leading stores in CANADA

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, N.Y.

HOT RODS CONTINUED

170 MPH ON MOTORCYCLE



FASTEST MOTORCYCLE in the U.S., nicknamed "the Brute" by its owners, sets new American record as it zooms (top picture) down the white Bonneville runway at 170 mph. As it slows down (middle) riders on other cycles come up to catch it and hold it up (bottom), because the Brute's Fiberglas air-foil bubble prevents its rider from putting his leg out to keep from tipping.

This is the quicker Wesson way to start good baking...



America's Favorite

for Salads, Frying, Stir-N-Roll Pie Crust and Biscuits

Wesson Oil



IT'S THE STIR-N-ROLL WAY to make pie crust and biscuits. You don't dig out solid shortening. You *pour* this light, sparkling salad oil—the one and only Wesson. And because it *pours*, you measure Wesson accurately. You *pour* it in with the milk and stir into the flour. No cutting in, no guesswork and no waste. (Wesson is *thrifty* too.) Right to the end, it's easier. You roll out dough between waxed paper. There's no mess to clean up.

Actually, 9 out of 10 women who've tried it say that a beginner can succeed with Stir-N-Roll. And, fortunately, it calls for *the* salad oil sure to mean superbly good taste. In all the world, there's no oil lighter or more delicate than Wesson. So, your Stir-N-Roll biscuits are light in taste as all good biscuits should be. And your Wesson pastry is so tender and delicate in flavor—no pie filling could ask for a better crust.

STIR-N-ROLL CHERRY PIE

Double-Crust Pastry

Heat oven to 425°.

1. Mix together:

2 cups sifted all-purpose flour, such as Gold Medal
1½ tsp. salt

Pour into one measuring cup (but don't stir together):

½ cup Wesson Oil ¼ cup cold whole milk

Then pour all at once into flour.

2. Stir lightly until mixed. Round up dough...divide in halves. Flatten each half slightly.

3. Place one half between 2 sheets waxed paper (12-inch square). Lightly dampen table top to keep bottom paper from slipping. Roll out gently until circle reaches edges of paper. Peel off top paper. If dough tears, mend *without moistening* by pressing edges together...or press a scrap lightly over tear.

4. Lift paper and pastry by top corners; they will cling together. Place (paper side up) in 8- or 9-inch pie pan. Carefully peel off paper. Gently ease and fit pastry into pan. Add Cherry Pie Filling. Trim even with rim.

TOP CRUST: Roll as above and place over filling. Trim to rim. Seal by pressing gently with fork or by fluting edges. Snip 3 or 4 small slits near center. Bake about 40 minutes in hot oven (425°).

CHERRY PIE FILLING

1 No. 2 can red sour cherries ½ to ¾ cup sugar
(2½ cups) Dash of salt

¾ cup canned cherry juice 1 tsp. almond extract
2 tbsp. cornstarch 2 tbsp. butter or margarine

Drain cherries well; save juice. Combine cornstarch, sugar and salt. Stir in ¾ cup cherry juice. Cook until thick and clear. Add almond extract. Pour over cherries. Place filling in unbaked Stir-N-Roll pie shell. Dot with butter or margarine. Place top crust and bake as directed above.

STIR-N-ROLL BISCUITS

Rolled, Patted, or Dropped

Heat oven to 475°.

Sift together:

2 cups sifted all-purpose flour, such as Gold Medal
3 tsp. double-action baking powder
1 tsp. salt

Pour into one measuring cup (but don't stir together):
⅓ cup Wesson Oil ⅔ cup milk

Then pour all at once into the flour.

Stir with a fork until mixture cleans sides of bowl and rounds up into a ball. *For drop biscuits:* Drop dough onto ungreased cookie sheet. *For rolled or patted biscuits:* Smooth up by kneading dough about 10 times without additional flour. With the dough on waxed paper, press out ¼-inch thick with hands, or roll out between waxed paper. For higher biscuits, roll dough ½-inch thick. Cut with unfloured biscuit cutter. Bake 10 to 12 minutes on ungreased cookie sheet in *very hot oven* (475°). Yields about 16.



SEE WHY MERCURY KEEPS ITS VALUE LONGER



COMPARE MERCURY'S YEARS-AHEAD STYLING WITH ANY CAR

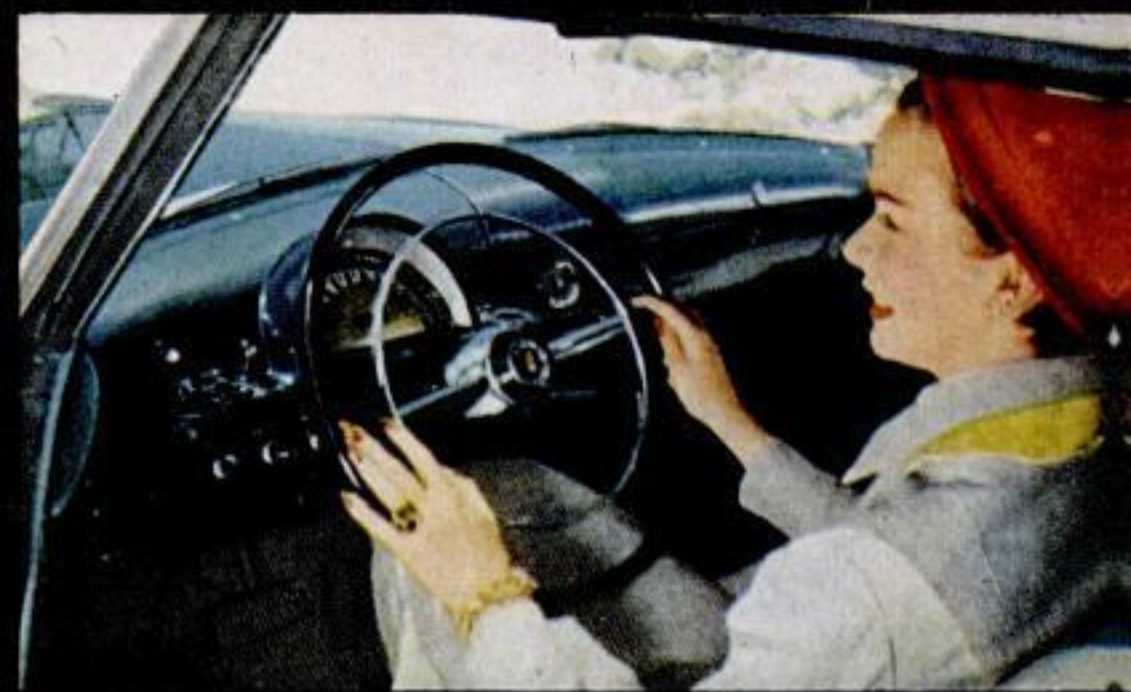
Now try the car with lasting value



FEEL THE DIFFERENCE A PROVEN V-8 MAKES



REMEMBER MERCURY'S FAMOUS ECONOMY, LOW UPKEEP



ADD UP THE SCORE ON EXCLUSIVE FEATURES



ANY WAY YOU LOOK AT IT MERCURY OFFERS MORE, INCLUDING ALL THE OPTIONAL POWER FEATURES—POWER STEERING, POWER BRAKES, AND A 4-WAY POWER SEAT

Surveys prove it! Mercury protects your investment better than any other car in its field . . . keeps its value higher longer. Here's why . . .

Mercury is future-styled to stay in style. There's no meaningless ornamentation to "date" it. Its lines are clean, fresh, ageless—always in big demand.

Then there's Mercury's reputation for economy. Year after year Mercury has proved its thrift in open competition. And,

remember, you never need premium fuel.

And there's Mercury's *proven* V-8 performance—perfected as a result of concentrating *exclusively* on V-8 engines. You get thrifty, lively power you can count on . . . that keeps repair bills at a rock-bottom low.

Here's *lasting* value you can measure in savings—from try-out to trade-in. That's why it will *pay* you to see your Mercury dealer for a road test real soon.

Move
ahead
with

MERCURY

Get more
for your
money



Symbolizing the Progress of
Ford Motor Company's 50th Anniversary—
"50 Years Forward on the American Road"

MERCURY DIVISION • FORD MOTOR COMPANY

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1953 BY TIME INC.



COUGHLAN (LEFT); REPORTERS ORSHEFSKY AND CHAMBERLIN, DOISNEAU, TECHNICIAN MARTIS AND (BOTTOM) SCHERSCHEL

A WRITER FOR FAULKNER, A TEAM FOR PARTY

The amount of preparation that goes into the making of stories varies hugely. Being incisive and coherent about Novelist William Faulkner, for example, comes only after long and tedious labor, made doubly difficult by the fact that the best of Faulkner's work is often murky, and the man himself is determinedly unapproachable. Back in 1951 when Robert Coughlan set out to do an article on Faulkner, he first had to wade through an attempt to evaluate all the novelist's work and most of the voluminous body of Faulkner criticism. Then he traveled to Oxford, Miss. to see the author personally and try to relate the living man to his work. Faulkner, at first hostile about granting an interview, relented to the extent of chatting with Coughlan for something less than an hour. After spending 10 days in Oxford talking to Faulkner relatives and hunting companions, Coughlan returned to New York to begin the enormous job of organizing his material—weighing sound critical judgment against double-domed bunk, the apocryphal against the factual. Before he could get started, Coughlan

was sent to Europe on another assignment. Over the next year parts of the Faulkner article were written between assignments in Rome, Capri, Belgrade and Paris, and when he had finished a first draft, Coughlan threw it away and started over. Not until he had satisfied himself that his cerebration over a period of two years had brought his material into proper perspective did Coughlan turn in the Faulkner article, the first instalment of which appears on pages 118 through 136.

On a story like the Marquis de Cuevas' \$100,000 party, however, preparations are brisk and to the point. Photographers Frank Scherschel and Robert Doisneau, dressed in appropriate 18th Century finery (*above*), were simply on the spot with reporters and equipment to cover what happened. Unlike the Faulkner story, there was no chance for improvement by reworking, for clarification by thinking it out later. The party (*pp. 138-142*) was an event that occurred and was gone. Afterward the photographers could only hope that the story was recorded on their film.

CONTENTS

COVER

ROSITA WINSTON AND VALERIAN RYBAR DANCE AT DE CUEVAS BALL
(SEE PP. 138-142)

THE WEEK'S EVENTS

THE U.N. HAS SOME EMPTY CHAIRS AND A FULL WEEK 23
WHO CAUGHT THE BABY IN THE BRONX? 28
DOORS FRUSTRATE POSTMEN 30
CONVICTS BRAVE A HOSE 30
PRESIDENT IGNORES A SIGN 31
OLD HOME WEEK AS DEMOCRATS MEET 32
A TWO-MINUTE DRAMA AS SULTAN IS SAVED 34
LIFE ON THE NEWSFRONTS OF THE WORLD 39
AN OZARK TOWN HUNTS COBRAS 51

EDITORIAL

SHOULD U.S. POLICY BE MORAL? 36

PHOTOGRAPHIC ESSAY

THE SMITHSONIAN, A NATION'S ATTIC 109
PHOTOGRAPHED FOR LIFE by MARK KAUFFMAN

ARTICLE

THE PRIVATE WORLD OF WILLIAM FAULKNER, PART I,
by ROBERT COUGHLAN 118

MEDICINE

THE BLIND SEE WITH EARS 57

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY
PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

SPORTS

TIGER FOR TRINITY 65

NATIONAL DEFENSE

GREAT BRAIN GUIDES CARRIER'S BATTLES 70

FASHION

A BONUS FOR BRIGANCE OF TEXAS 77

ART

MYSTIC PAINTERS OF THE NORTHWEST 84

BOOKS

THE REAL MAJOR ANDRE 91

SCIENCE

MAGNETISM GOES AND COMPASSES ARE CONFUSED 99

RELIGION

A PROPHET AND A DIVINE MEET 103

OTHER DEPARTMENTS

LETTERS TO THE EDITORS 12
SPEAKING OF PICTURES: THESE STRANGE SHAPES SET
SPEED MARKS ON SALT FLATS 16
SEQUEL: THE SENATOR WEDS 45
LIFE GOES TO THE DE CUEVAS BALL 138
MISCELLANY: FLICK OF A STICK 144

IN FOREIGN COUNTRIES AND MUST NOT BE REPRO-
DUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture
in this issue was gathered. Where a single page is indebted to several

COVER—FRANK SCHERSCHEL
12—YALE UNIVERSITY NEWS BUREAU
15—RT. U.P.
16, 17, 18—HOT ROD MAGAZINE
21—ELIOT ELISOFFON, ROBERT DOISNEAU FROM RAPHO-
GUILLUMETTE
23, 24, 25—LISA LARSEN
26—LISA LARSEN EXC. BOT. RT. PETER STACKPOLE
27—PETER STACKPOLE
28, 29—HY PESKIN EXC. T. LT. N.Y. DAILY MIRROR
30, 31—LT. HOMER O. HACKER FOR DAYTON DAILY NEWS
—THOMAS LANGSTON FOR BIRMINGHAM POST-
HERALD. C. ARKE STALLWORTH FOR BIRMINGHAM
POST-HERALD. D. RT. U.P.
32, 33—LT. FRANCIS MILLER; RT. HOWARD SOCHUREK
(2)—HOWARD SOCHUREK—MYRON H. DAVIS, HOW-
ARD SOCHUREK, MYRON H. DAVIS, HOWARD SO-
CHUREK (2)

34, 35—T. WARNER PATHE NEWS EXC. RT. PARIS MATCH—
BOT. WARNER PATHE NEWS, PARIS MATCH (2)
39—SOVfoto—A.P.—WHITT WOOTTON FROM A.P.
40—U.P.—U.P.—N.Y. DAILY MIRROR
42—INT.—U.P.
45—HY PESKIN—LISA LARSEN
46, 48—LISA LARSEN
51—FRANCIS MILLER
53—FRANCIS MILLER EXC. BOT. KTTTS-TV
57 THROUGH 63—RALPH CRANE
65, 66—GORDON TENNEY FROM B.S.
75—OFFICIAL U.S. NAVY PHOTO
77 THROUGH 81—MARTHA HOLMES
84—ELIOT ELISOFFON (BACKGROUND: PAINTING COURTESY
METROPOLITAN MUSEUM OF ART, CHINESE PANELS
COURTESY C. T. LOO)
85—HARRY BASKERVILLE

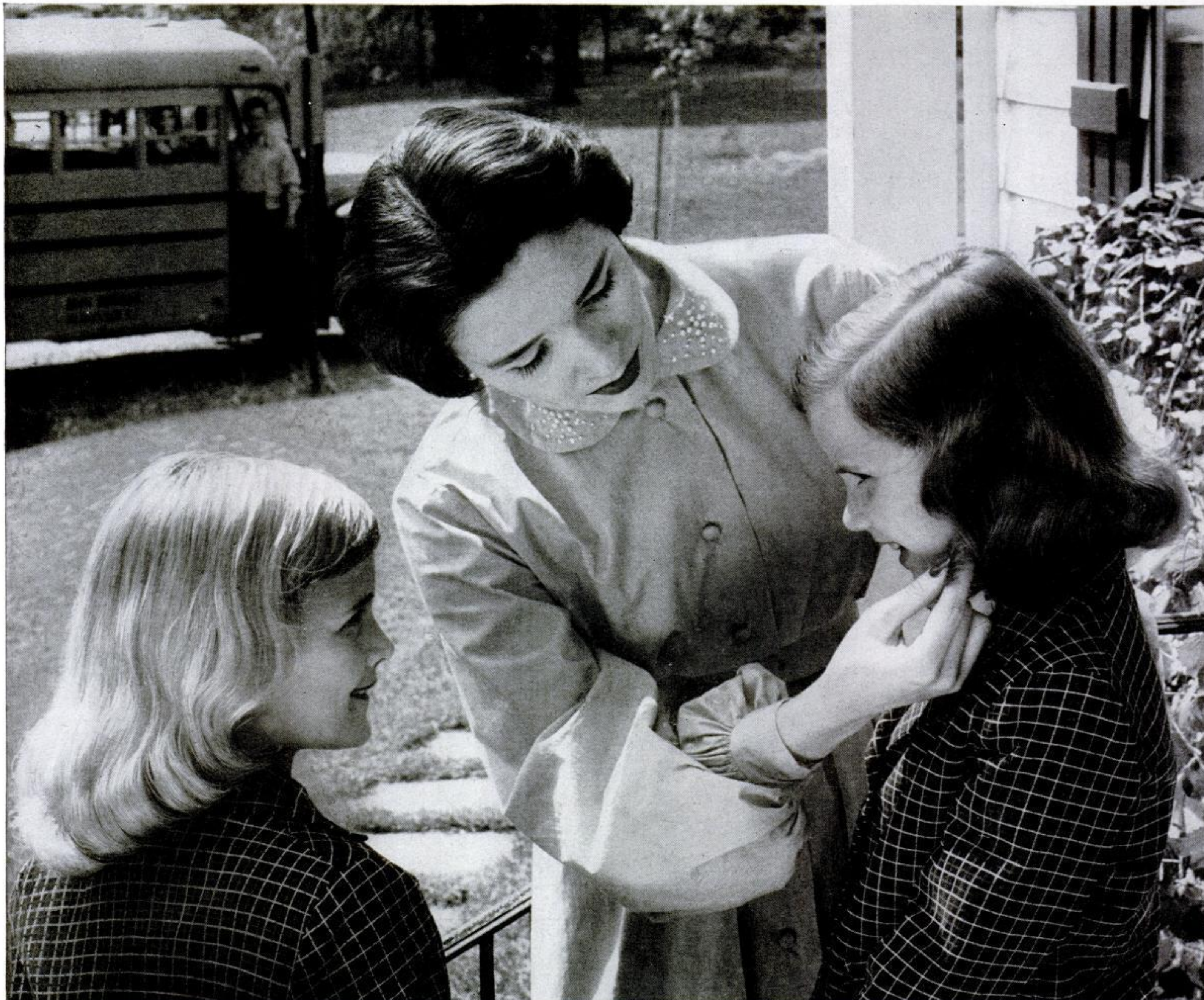
sources, credit is recorded picture by picture (*left to right, top to bot-
tom*) and line by line (*lines separated by dashes*) unless otherwise specified.

86—HERBERT ORTH
87—LT. HARRY BASKERVILLE; RT. ELIOT ELISOFFON (2)
88—ELIOT ELISOFFON, HARRY BASKERVILLE
89—ELIOT ELISOFFON
91—COURTESY N.Y. PUBLIC LIBRARY EXC. CEN.
92—T. DOROTHEA K. ANDRE—CEN. LT. JAMES ANDRE—
BOT. LT. CULVER (2), RT. COURTESY N.Y. PUBLIC LI-
BRARY
94—T. COURTESY N.Y. PUBLIC LIBRARY
97—CEN. RT. ANDREAS FEININGER COURTESY NEW-YORK
HISTORICAL SOCIETY (3)
99—HOWARD SOCHUREK
100—HOWARD SOCHUREK EXC. T. WALTER FARYNK FOR
GENERAL MOTORS
103 THROUGH 106—PETER STACKPOLE
109—MARK KAUFFMAN—COURTESY SMITHSONIAN INSTI-
TUTION

118—LT. HENRI CARTIER-BRESSON FROM MAGNUM, RT.
WALTER SANDERS FROM BLACK STAR—PHIL
MULLEN
119—NINA LEEN, WALTER SANDERS FROM B.S.—WALTER
SANDERS FROM B.S., PHIL MULLEN
120—WALTER SANDERS FROM B.S.
124—WALTER SANDERS FROM B.S.—NINA LEEN (2)
128—WALTER SANDERS FROM B.S. EXC. BOT. PHIL MULLEN
133—COURTESY 1921 "OLE MISS" YEARBOOK OF UNIVER-
SITY OF MISSISSIPPI
136—PHIL MULLEN
138—FRANK SCHERSCHEL
139—ROBERT DOISNEAU FROM RAPHO-GUILLUMETTE
140, 141—FRANK SCHERSCHEL EXC. CEN. ROBERT DOIS-
NEAU FROM RAPHO-GUILLUMETTE
142—U.P. EXC. T. EUROPEAN
144—MARK KAUFFMAN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P.,
ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL

AL: U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION
WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



Little girls and big girls, too...
 need the Natural Oil Protection of Woodbury Shampoo

Woodbury Shampoo is perfectly safe to use on the smallest child's hair. Its cleansing action is thorough, yet gentle, because Woodbury is a natural oil shampoo. It doesn't dry out the hair. In fact, it helps preserve the hair's own natural oils. That's why even right after washing with Woodbury, your hair is easier to comb and fix. Woodbury Coconut Oil Castile Shampoo always costs less than other fine shampoos, but right now it's a real bargain. The big dollar size is only fifty cents! Buy it for your family soon.

Woodbury Shampoo ... best for all the heads of the family



1/2 PRICE SALE
 \$1.00 Size now only **50¢**



BEHIND EMPTY POLISH SEATS, POLAND'S SHOCKED JULIUS KATZ-SUCHY WHISPERS TO RUSSIA'S JACOB MALIK. NEWS OF POLE'S FLIGHT HAD JUST COME

EMPTY CHAIRS, FULL U.N. WEEK

Everyone expected the U.N.'s eighth General Assembly to be momentous as it got under way last week, but few expected the drama to start so soon. A shocking bit of news jolted every Iron Curtain delegate and sent a chief Polish delegate scurrying to his Russian boss (*above*) with an explanation. He had just learned that Red Poland's first alternate had bolted for freedom. Newly appointed and newly arrived in the U.S., the alternate had taken prompt advantage of his first access to freedom in seven years, sneaked out of delegation headquarters

in a New York hotel and appealed for political asylum in the U.S.

This melodramatic defection came as Communism's second setback in an eventful week. Earlier, sneaking an old Russian objective in ahead of the regular order of business, Russia's Andrei Vishinsky asked the U.N. to admit Red China to membership, but the attempt was blocked by a U.S. proposal (passed 44 to 10) to table the question until next year.

Meanwhile, the Assembly had been engaged in a pleasanter, less controversial task. It

elected Mme. Vijaya Lakshmi Pandit of India its first woman president. In her first few days she found herself refereeing the beginning of a showdown U.S.-Communist battle over the forthcoming Korean peace conference. But also she found herself presiding at an event which could prove a turning point in the U.N.'s quarrelsome history. This was a reasoned, reasonable appeal by Secretary of State John Foster Dulles, asking Russia to help create "a new world climate" fostering U.N. control of "the forces which could destroy us all."



AWAITING VOTE on presidency, Mme. Pandit is picture of relaxation as she has tea in U.N. Press

Bar. She chats with newspaperman and R. Dayal, India's permanent U.N. delegate (back to camera).



TAKING OFFICE, she is escorted by protocol chief, Jehan de Noue. Waiting for her (from left) are

Secretary General Hammarskjold; retiring president, Lester Pearson; Hammarskjold's aide, Cordier.



AT PRESIDENT'S TABLE ABOVE EAST RIVER HER

A LADY IN A SARI

Mme. Pandit won handily (by a vote of 37 to 22) in her contest with Thailand's Prince Wan Waithayakon for the presidency of the General Assembly, the highest office in the U.N. Her victory entailed special personal tributes. The U.S. had backed her candidacy, hoping in vain (*see editorial*) to overcome the effect of its opposition to an Indian seat at the Korean peace conference. So did Great Britain, which had jailed her three times in the days

← OLD FRIEND MRS. ROOSEVELT WISHES HER WELL



GUESTS ARE THE WIVES OF MEXICO'S EX-PRESIDENT ALEMAN (RIGHT) AND DELEGATE DE LA COLINA

TAKES OVER AS FIRST WOMAN PRESIDENT

of resistance against the British rule in India. If the election was also a tribute to her sex, she preferred to deprecate it. "I don't care for this emphasis upon women as women," she declared.

A familiar of the U.N. since its San Francisco founders' conference in 1945, Mme. Pandit found a marked difference between her impartial position on the podium and her old one as a vigorous advocate before it. Earnestly

she settled down to perfect herself in the complex parliamentary procedures for keeping order among 60 contentious nations. A graceful, gray-haired grandmother of 53, who always wears the flowing Indian sari—she gave up Western dress when she held political office in 1935—the new president faced the U.N.'s future with optimistic faith. "The very fact that people have been talking to each other for eight years is a sign of progress," she said.

SECRETARY, VITYA CHANDRA, BRINGS DAHLIAS →



SKILLFUL DRESSER, Mme. Pandit needs only 30 seconds to adjust sari for U.N. session. Garment, six yards of flowing cloth, is donned by pleating, tucking in at waist, throwing end over shoulder.





GAVELING after the stop-light signal failed, President Pandit smilingly silences the talkative Malik.



GAVELED, Malik who was talking out of turn looked up and observed, "Well, I finished anyway."

POWERS DISPUTE, A MAN FINDS FREEDOM

Learning fast, the new president good humoredly slapped down Russia's Malik as he attempted the familiar maneuver of stretching a minor point of order into a long-winded diatribe. With standard Red zeal, Malik was hurrying to refute the major policy speech (p. 23) which Secretary Dulles gave early in Mme. Pandit's presidential tenure.

But all parliamentary procedure at the U.N. was overshadowed by the flight of Dr. Marek Stanislaw Korowicz, Poland's brand-new first alternate. Korowicz, a non-Communist, apparently drafted because he was a specialist in

international law at the university in Krakow, made a dramatic 6 a.m. escape from his colleagues in a New York hotel. Carrying one suitcase, he tiptoed down three flights from his room, got from there to the street by elevator, then made furtive contact with a onetime Polish underground leader by telephone from an all-night drugstore. Once free he announced his new status in letters to Secretary General Hammarskjold and President Pandit and proclaimed it to the world by radio. Flabbergasted, his recent bosses could think of nothing better than to accuse the U.S. of kidnaping him.



LISTENING TO DULLES, Mme. Pandit presides over Assembly as U.S. Secretary of State says,



"History records no more frightening fact" than the dragging of 600 million people into Soviet orbit.



LISTENING TO KOROWICZ at National Committee for Free Europe, staff members hear Polish

fugitive speak at press conference, where, for moment, he became most interesting figure in U.N.

IMPROMPTU CONFERENCE with Hammarskjold helps puzzled president solve procedural point.



A FREE AND THOUGHTFUL MAN hears his own voice uttering the message Radio Free Europe will beam to the countrymen he left behind him. "Now, my

dear listeners," says the recording, "I will use all my strength and all my possibilities to tell the truth about the conditions under which you are living."

A HERO IS RECOGNIZED AND HE WILLINGLY



MAN OF THE HOUR, Louis Sarno, holds young Francis Lamadrid as he receives general congratulations for having caught the 2-year-old who had plummeted out of a fourth-story window. In the pictures above Sarno re-enacts the



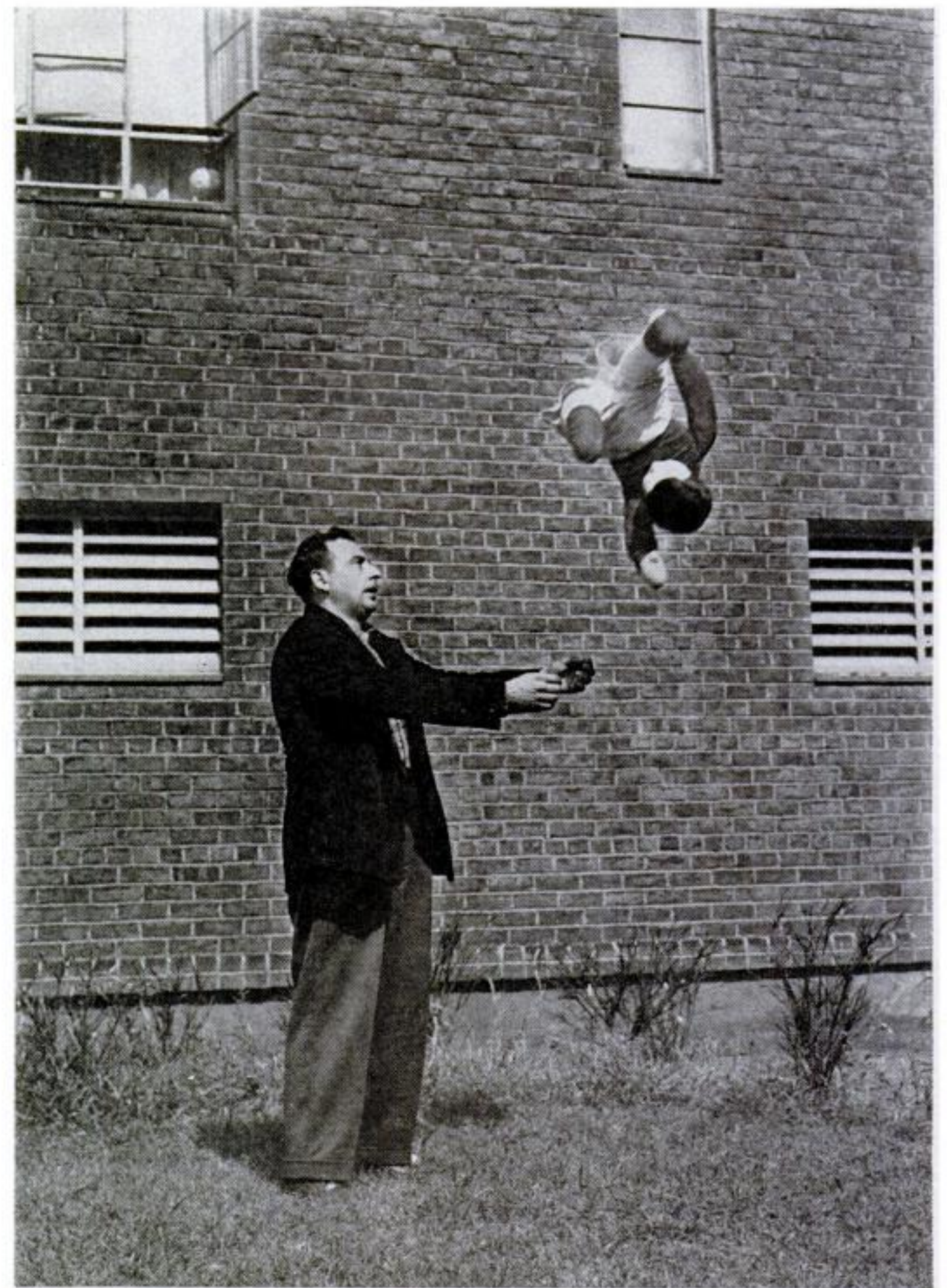
spectacular rescue, with a life-size dummy being substituted for the child. He was working as a construction foreman on the new elevated highway along the East River in New York City when he noticed a child climb onto a window sill

SARNO PROVES HE CAN DO IT



IN CLIMAX of his re-enactment Sarno receives the falling baby in his open arms. Charles Kinkele, shown at the open window of the first-floor apartment where he lives, saw the whole thing happen and confirms Sarno's account 100%.

BUT A RIVAL HERO TURNS UP



DUPLICATE RESCUE is re-enacted by Morris Brower, a bus driver who lives in the same housing project. When he saw the dummy tumbling down toward him, he turned green saying it reminded him too forcibly of the real thing.

... OR WHO CAUGHT THE BABY?

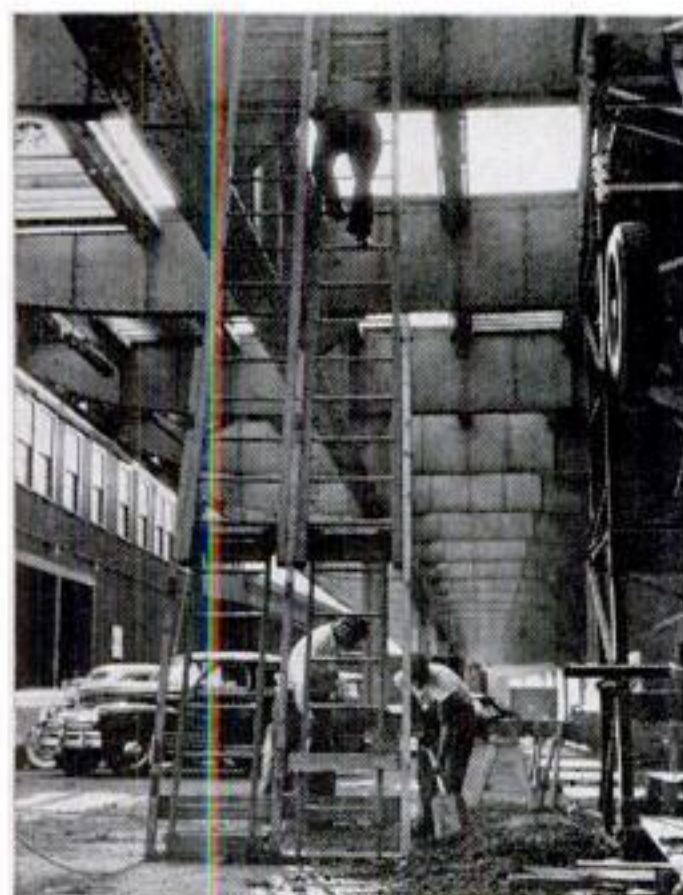
Everyone agrees that Francis, 2, fell out of a fourth-story window but was his life saved by a construction worker or a bus driver?

On Sept. 16 at 1:18 p.m. Francis Lamadrid, 2, who had climbed out on a window ledge in his family's fourth-story New York apartment, toppled over and fell. A man ran up just in time and caught him. Nobody was hurt.

To so much everybody agrees. But a burning mystery remains. Who was the man who caught the baby?

At first the only claimant to the honor was

RE-ENACTS HIS 500-FOOT DASH TO SCENE



(arrow) in the Alfred E. Smith housing project less than a hundred feet away, and teeter perilously there. Sarno raced 200 feet along the highway girders, climbed down a 25-foot ladder, made his way through heavy traffic on the street.

"What's everybody waiting around for?" witnesses reported him as crying impatiently when he ran past crowds of people unaware of what was going on and arrived at the foot of the building just as the baby lost contact with the ledge.

THE NEIGHBORHOOD ARGUMENT GOES ON AND ON AND ON



WITH NO END IN SIGHT, the debate goes on in housing project's walks. In this picture Michael Lamadrid, father of the baby and a Sarno supporter, listens skeptically to Mrs. Helen Pietrzak (left, back to camera) third-floor tenant who

says she saw Brower make the catch. Mrs. Brower (in dark suit at right) is also listening skeptically, in this case to Mrs. Anna Beno, who had a ground-level view of rescue and is demonstrating to a reporter how she saw Sarno catch the child.

construction man, Louis Sarno, who tells his story in the pictures at top of the page. He was pounded on the back by the neighbors, blessed by the distraught parents, invited to TV programs, given free tickets to the World Series.

But then three eyewitnesses came forward to say that Sarno hadn't caught the baby at all. It was a bus driver named Morris Brower. When asked, Brower said modestly it was true

—he had caught the baby, but since he was in a hurry to get to work he only made sure the baby was all right and then left.

Sarno has had his story backed-up firmly by several eyewitnesses. But so has Brower. Both are men of excellent reputation. Possibly the only person to know the whole truth is Francis Lamadrid, but all he will say is that he doesn't like to look out of windows any more.



FRANCIS HAS REUNION WITH MOTHER, WHO IS SUFFERING SEVERE HEADACHE →





FRUSTRATED POSTMEN

In Dayton, Ohio, the amused townsfolk noted that contractors, in fencing the demolition of some buildings, had absent-mindedly created a street of many doors in what looked like a plot against postmen.



A HOSE BRAVED

On Labor Day the people of Bessemer, Ala. gathered along the street to watch one of their favorite sports—watermelon scrambling. The scramble is usually held for children, who try to filch melons from the middle of the street despite the strenuous efforts of the fire department to stop them. This year there was even more fun. Four convicts from the city jail were entered in eight successive scrambles. They scrambled mightily (*left*), and the winners (*above*) were rewarded by having their sentences reduced.

A SIGN IGNORED

Winding up his Colorado vacation, President Dwight Eisenhower (*below*) spent a last morning ignoring, by invitation, a sign on the ranch of a friend. Shortly after stepping into the stream he caught his first trout and by lunchtime had reached the 10-fish limit. The next day Press Secretary Hagerty announced the President had bagged the limit in business, too. During his six-week vacation at the summer White House he had worked 24 days, received 152 visitors, signed 111 bills and 818 other documents.





JUST OLD HOME WEEK

Chicago meeting happily cheers Stevenson



TRUCE GRINS are assumed by Governors Williams (*left*) of Michigan (for the North) and Battle of Virginia (for the South) after loyalty-oath meeting.



ROMEOS AND JULIETS staged a balcony scene in the Blackstone Hotel. As he stood with Truman looking down at the party's ladies, gathered for a tea,

SOME OLD FAMILIAR FACES



KEFAUVER greets Colorado Committeewoman Thompson with a kiss.



BIFFLE AND BOYLE, ex-Senate secretary, ex-party chairman, arrive.

WHEN DEMOCRATS MEET

but dodges problem of North-South split

A lot of old familiar Washington faces showed up in Chicago last week and gave the Democratic Party a sorely needed feeling of rejuvenation. The party get-together started out as a welcome home for Adlai Stevenson but turned into a convention between conventions. At the outset Stevenson was established as leader of the party. Harry Truman, appearing with Stevenson, was pointedly self-effacing: "It is my pleasure as a working Democrat to present to you the No. 1 Democrat of the U.S." Then the national committee voted a \$25,000-a-year salary for Adlai's national chairman, Stephen Mitchell, who was opposed by many old professionals. Stevenson kept bouncing about like a candidate for '56. "He's already running with both feet," said an oldtime politico.

But all this could not obscure the party's great continuing problem. Some of the biggest Southern names were absent. Though the question of the controversial party-loyalty oath, adopted at the 1952 convention ostensibly was buried under the guise of "harmony," the rift between the Northern and the Southern wings of the party remained unhealed.



VINDICATED CHAIRMAN, Stephen Mitchell, stands on balcony above \$100 dinner which he arranged. Dinner raised \$145,000 for the party's empty coffers.



Stevenson convulsed his audience (*above*) by remarking, "I've never seen two Romeos with so many Juliets. How do we get down to the charming ladies,

and what are we doing up here in the first place?" Then he went downstairs to meet them. Men in the picture came after tea to hear Stevenson and Truman.



INDIA EDWARDS, Democratic National vice chairman (*right*), clutches a friend at ladies' tea.



THREE EX-SECRETARIES of Agriculture, Brannan, Wickard and Anderson, wait to appear on a TV panel.



TWO TRUMANS, Mrs. and Margaret, bubble happily as they get together with old friends.



NEARING MOSQUE, SULTAN RIDES INTO SQUARE



RESCUER LEAPS IN CAR WHICH HAS HIT SULTAN



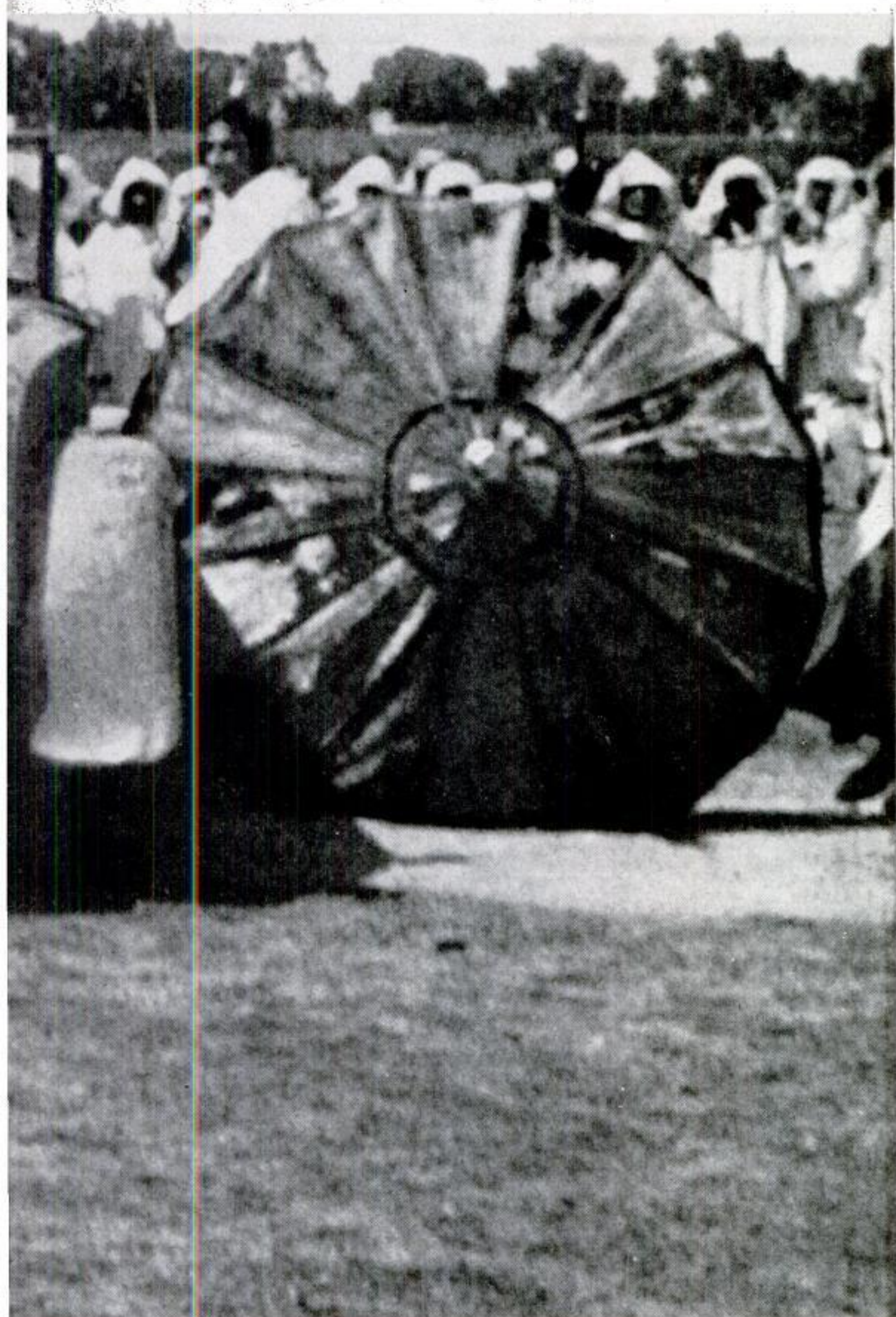
STANDING ON SEAT OF OLD FORD, ASSASSIN ALLAL AND FRENCH NCO ROBERT KING PUNCH AND SLASH.

A TWO-MINUTE DRAMA AS SULTAN IS SAVED

For two or three moments one hot Friday noontime, Morocco, which only three weeks before had tossed out one sultan and installed another, looked as if it might have to hunt up a third. On this Moslem Sabbath the new sultan, Sidi Mohammed Moulay el Arafa, left his palace in Rabat to ride through the grounds before his people and lead the prayer service at the imperial mosque. As he crossed the square in front of the mosque, a 28-year-old house painter named Allal ben Abdallah, incensed by the recent political events, rammed his ancient Ford roadster into the white horse upon which the ruler sat in umbrella-covered majesty. Cameramen, on the scene to photograph a picturesque ceremony, instead recorded these brief but furious moments of heroism and violence and death.

AFTER THE BATTLE, King (center, with blood on shirt) inspects foe's knife. He did not realize he was cut until he was told of it. It was a slight wound.





UNHORSED SULTAN WHOSE UMBRELLA LIES AT RIGHT IS DOWN IN CROWD



KING LEAPS FOR ALLAL, ALREADY SHOT DEAD, WHILE GUARD POISES KNIFE

TWO CASUALTIES, Allal ben Abdallah and the sultan's white horse, lie on the earth. The assassin's car broke the horse's leg and the soldiers shot him.



HOMEBOUND BY CARRIAGE after prayers in the imperial mosque, the sultan was calm. To people near him he murmured "*sabismaken*" ("no harm done").



SHOULD U.S. POLICY BE MORAL?

WISDOM OF THE EAST

Nehru's statement that religion and politics don't mix (*see right*) is not fair to Hinduism or to India. Evidence: another recent speech made there.

Chakravarti Rajagopalachari ("C.R."), chief minister of Madras, was addressing the Indian Committee for Cultural Freedom. He quoted from the Upanishads: "God pervades everything in this world. . . . He who denies the soul . . . will find the world all dark and without light to guide his steps." Added C.R.: "All is bound up with this doctrine. . . . The difference between culture as we understand it and culture as developed in Communist countries consists in this—that we respect truth and have regard for moral values which are deemed inviolable. . . . Moral values cannot be allowed to become the plaything of psychological techniques. . . . Truth is another name for moral values."

ONE MAN'S PART

Speaking of religion and politics, there is one place where they recently became very closely linked. Captain Byron Dobbs of Michigan was one of the American pilots captured by the Communists in Korea and tortured when he refused to sign a germ-warfare "confession." They made him sit on a sharp stake for hours at a time or stand rigidly at attention in 24-hour stretches. If he moved a guard hit him in the face with a bayonet. Why did he never sign the paper? Said Dobbs quietly, "I am normally not a religious man. You might call me a foxhole Christian. But I did feel that the U.N. would live or die on the basis of what happened on this peninsula. I felt I should do my part."

John Foster Dulles made one of the best speeches of his career in the U.N. Assembly last week. But it was Jawaharlal Nehru, in a simultaneous complaint from New Delhi, who really put a spotlight on the essence of what Dulles believes. The Indian prime minister made it clear that the Secretary of State is trying to give U.S. foreign policy a moral basis worthy of the leadership of the free world.

Before this speech Dulles had been getting a mixed press at home and a bad one abroad. Europeans accused him of "dogmatism," "inflexibility" and secret plans to provoke uprisings against Communism that would lead to war. This criticism was greatly allayed by Dulles' speech. The U.N. delegates praised its "moderation." Even Paris' *Le Monde*, usually anti-American, congratulated him for heeding the counsel of his critics and holding open the door to negotiations with the Soviets.

Indeed it was a moderate speech. Dulles reasoned against the Soviets, but he did not curse them. He flattered his appeasement-minded listeners by blaming the world's troubles on their own favorite villain: not Communism but "international tensions." On many a stormy issue—Korea, Indochina, Germany, Austria, the H-bomb, disarmament, the U.N.—he poured the oil of prudent words. He even reduced the dynamite-laden issue of "liberation" to a friendly prophecy: "the U.S. does not want to see Russia encircled by hostile peoples. But we foresee that unless Soviet policies are changed, they will, in their actual operation, create precisely such surrounding animosity and hostility as Soviet policy understandably wants to avoid."

While the U.N. delegates were enjoying this feast of reason, Nehru had just been describing U.S. policy as "ferocious" and "immature." He deplored what he called the "narrow approach to world affairs . . . that bigoted, almost religious approach of 'either you are with us or against us' . . . Religion is all right when applied to ethics and morals," said Nehru, "but is not good mixed up with politics."

Here was an accusation that no foreign statesman, not even Vishinsky, has ventured to level at Dulles: that his policies have a religious motivation. It served, as no friendlier comment could have, to define what Dulles stands for and gave an added seriousness to Dulles' words.

"Our hope is," Dulles said, "that the Soviet leaders, before it is too late, will recognize that love of God, love of country and sense of human dignity always survive. Repressive measures inevitably lead to resentment and bitterness and perhaps something more. That does not come about through artificial stimulation, it comes about because

the Creator endowed all human beings with the spark of spiritual life."

Like other traditionally Christian people Americans pay much lip service to God and eternal truth in their public speech. Sometimes the words are deadly serious, as on the eve of battle. But Dulles and his country are now committed not to war but to peace. Into the counsels of his workaday peacetime diplomacy, he is admitting a criterion of absolute right and wrong.

There is something here for Americans, as well as our allies, to make up their minds about. Since Aristotle the science of politics has been accounted a branch of ethics in most countries of the West. Machiavelli first explicitly denied this connection. He framed a political theory of sheer power, which gradually culminated in totalitarianism. Even nontotalitarian nations practice what Philosopher Jacques Maritain calls "moderate Machiavellianism." But in a showdown, says Maritain, this weak and attenuated version "is inevitably destined to be vanquished by absolute and virulent Machiavellianism," such as the Communists employ. This is a way of saying that the struggle between freedom and Communism is at bottom a moral and religious struggle. If moral truth is excluded from the politics of freedom, the case for freedom is clouded and its future doubtful.

Yet there is no harder task than to mix morality and politics; to be both wise and good, serpent and dove. For the opposite of Machiavellian politics is not virtue but self-righteousness, the "hypermoralism" of the pharisees. George Kennan and others argue that hypermoralism (as in the case of Woodrow Wilson) has been the curse of American foreign policy. Europeans are especially leery of it. A Frankfurt paper recently charged Dulles with "puritanism," which it feared would lead to war. "The puritan politician believes in making the world a better place; the realist is satisfied if he can cope with reality."

Dulles is trying to do both. He is trying to put U.S. foreign policy back on an explicitly moral basis, without pharisaism. It is an extraordinarily difficult task. The Christian statesman must walk a subtle and narrow line. He can be obvious only when right and wrong are obvious—as it would be obviously wrong for Red China to win a seat in the U.N. as a reward for aggression.

Will the American people uphold Dulles' hand in his hard task? Christianity teaches that eternal truths and the problems of this world cannot be kept separate. Americans are practical, but they are not at home with Machiavelli. A moral foreign policy is the only kind that will suit them in the long run. It is also the only kind that will surely survive Communism.

Serve Better, Easier Meals with This Great **3-WAY** **TOMATO SOUP**



1 DELICIOUS AS A **SOUP**

Served with sandwiches, salad, or dessert, a big steaming bowl of Campbell's Tomato Soup is a favorite main dish at lunch or supper. It's speedy...easy...nourishing...and oh, so good!

That's because Campbell's is a velvety purée of red-ripe tomatoes blended with table butter and seasonings...according to a matchless recipe.

2 TOPS AS A **POUR-ON SAUCE**

Heat Campbell's Tomato Soup straight from the can, season to taste, pour over meat loaf, pork chops, fish cakes, croquettes!

BIG 'N' BETTER HAMBURGERS

1 pound ground beef
1 small onion, minced
¾ teaspoon salt
Dash of pepper

1 egg, slightly beaten
½ cup soft bread cubes
2 tablespoons shortening
1 can (1¼ cups) Campbell's Tomato Soup

Combine meat, onion, seasonings, egg and bread; mix well and shape into 4 large patties. Cook in shortening in a skillet until done; place on a warm

platter. Pour soup direct from can into skillet; stir to loosen browned bits of meat. When sauce is hot, pour over patties. Makes 4 servings.

3 EXTRA GOOD IN **COOKING**

Stews, casseroles, many dishes, taste better, look better when you add the zesty flavor and color of Campbell's Tomato Soup.

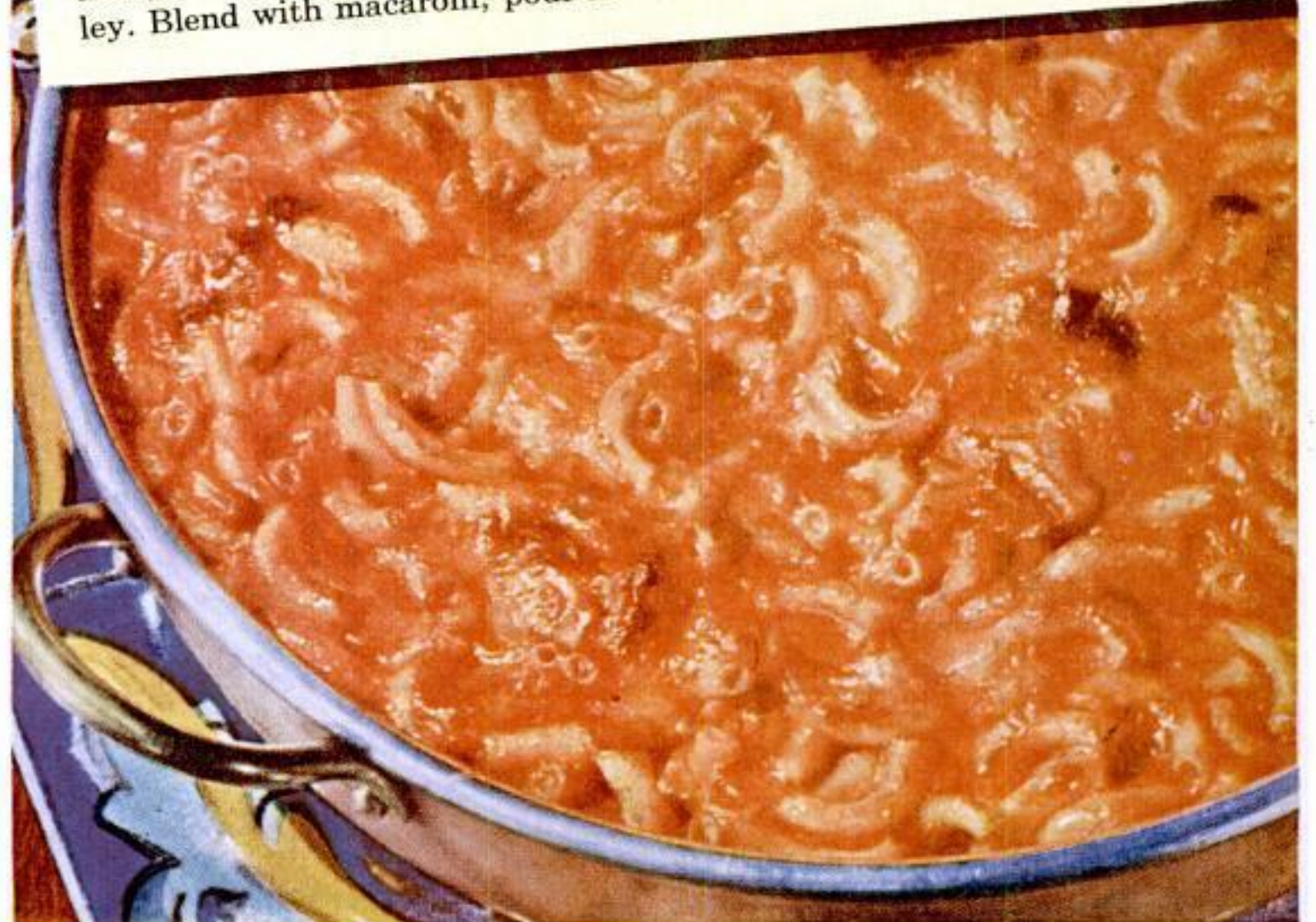
TOMATO-CHEESE MACARONI

1 can (1¼ cups) Campbell's Tomato Soup
½ cup milk
2 cups shredded sharp cheese

¼ cup finely chopped parsley
4 cups cooked macaroni
2 tablespoons buttered bread crumbs, if desired

Heat soup as it comes from can, milk and 1½ cups cheese over low heat; when cheese melts, add parsley. Blend with macaroni; pour in

2-quart casserole. Top with remaining cheese and buttered bread crumbs. Bake 20 minutes in a hot oven (400° F.). Makes 6 servings.





Your Key to Hospitality...

"Kentucky Hunt"
by Robert Addison



It's old-fashioned... deliberately so.
It's slow-made and oak-ripened... the
our original sour mash recipe... the
costliest known. Its flavor is unique
... its cost far less than you'd expect.
It's yours to enjoy... tonight.

OLD FITZGERALD

LIFE ON THE NEWSFRONTS OF THE WORLD

Russia gets a new No. 2 man, Canadians design
a flying saucer, ex-sultan gets his harem back



NIKITA S. KHRUSHCHEV

A bureaucrat with an unfamiliar name, Nikita S. Khrushchev, last week emerged as No. 2 man in the U.S.S.R. Khrushchev was named First Secretary of the party's central committee, a post held previously by Stalin and Malenkov. The job gives him more power than any other Russian—even Foreign Minister Molotov—except Premier Malenkov himself. Secretary Khrushchev's first act was a concession of Soviet failure in farm production, which he admitted is at the same level as 37 years ago. He announced that since the system of huge collective farms has failed in its goals, more emphasis will be

laid on individual plots for peasants. The fact that Khrushchev is still around to make this admission automatically qualifies him as a high master at the art of double talk. Although the mistake of driving the peasants into "farm cities" three years ago is now blamed on Beria, the official who was actually responsible was Nikita Khrushchev himself, as a new member of the party secretariat he now heads.

The ranks of Senate bachelors, diminished by the marriage of John Kennedy (pp. 45-48), learned of another depletion last week when it was announced that the 43-year-old junior senator from Wisconsin, Joseph R. McCarthy, would marry 29-year-old Jean Kerr of Washington. She is a free-lance researcher and script-writer who helped him write the much-attacked Lustron Housing publicity brochure and wrote the footnotes to his book, McCarthyism. The McCarthy nuptials are slated to be held on Sept. 29 in St. Matthew's Cathedral in Washington.



MISS JEAN KERR

Governor Wetherby flies in first

New Kentucky racing talent cropped up at the state fair races in Louisville when Gov. Lawrence Wetherby accepted a dare, climbed into silks and hopped into a sulky pulled by an ostrich named Calamity (below). Calamity and His Excellency came in six avian lengths ahead of the flock, putting three birds named Jughead, Bottleneck and Scatterbrain and their drivers to shame.



CALAMITY STRIDES DOWN THE TRACK WITH THE GOVERNOR IN TOW

CONTINUED ON NEXT PAGE

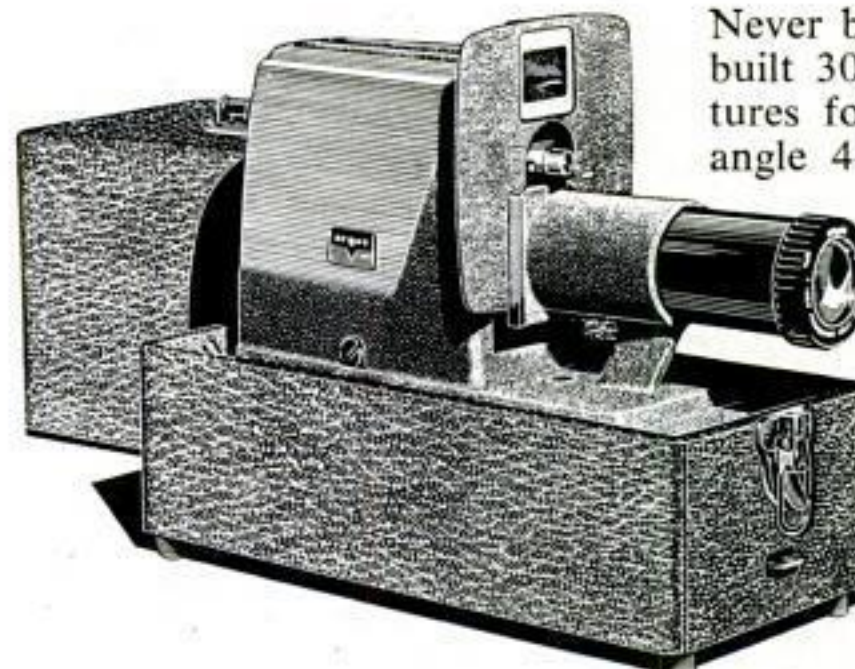


No other 35mm camera in the world
gives you so much for the money!

That's why more people buy the Argus C3 than any other 35mm camera in the world! It has a color-corrected f:3.5 Cinar lens* — precision-ground in the new Argus optical plant which is equipped with the most modern facilities to be found anywhere in the world; gear-controlled shutter with speeds up to 1/300 second; lens-coupled rangefinder; built-in flash synchronizer — you plug the flash gun right into camera. It's ideal for black-and-whites, action, flash, and beautiful color slides.

*The Argus-Sandmar Telephoto Lens and Wide Angle Lens are easily interchangeable with the Cinar lens, making the C3 as versatile as cameras costing hundreds of dollars more. These accessory lenses, which couple to the rangefinder, are available at extra cost.

No other 300 Watt projector in the world
gives you so much for the money!



Never before could you buy a precision-built 300 Watt projector with these features for only \$49.95. You get a wide-angle 4-inch, color-corrected f:3.5 lens; a powerful, yet silent blower and special heat-absorbing lens to keep your slides cool; a "right-side-up" rotary slide carrier to prevent upside-down pictures. Handsomely-styled, it's the perfect companion for any 35mm camera.

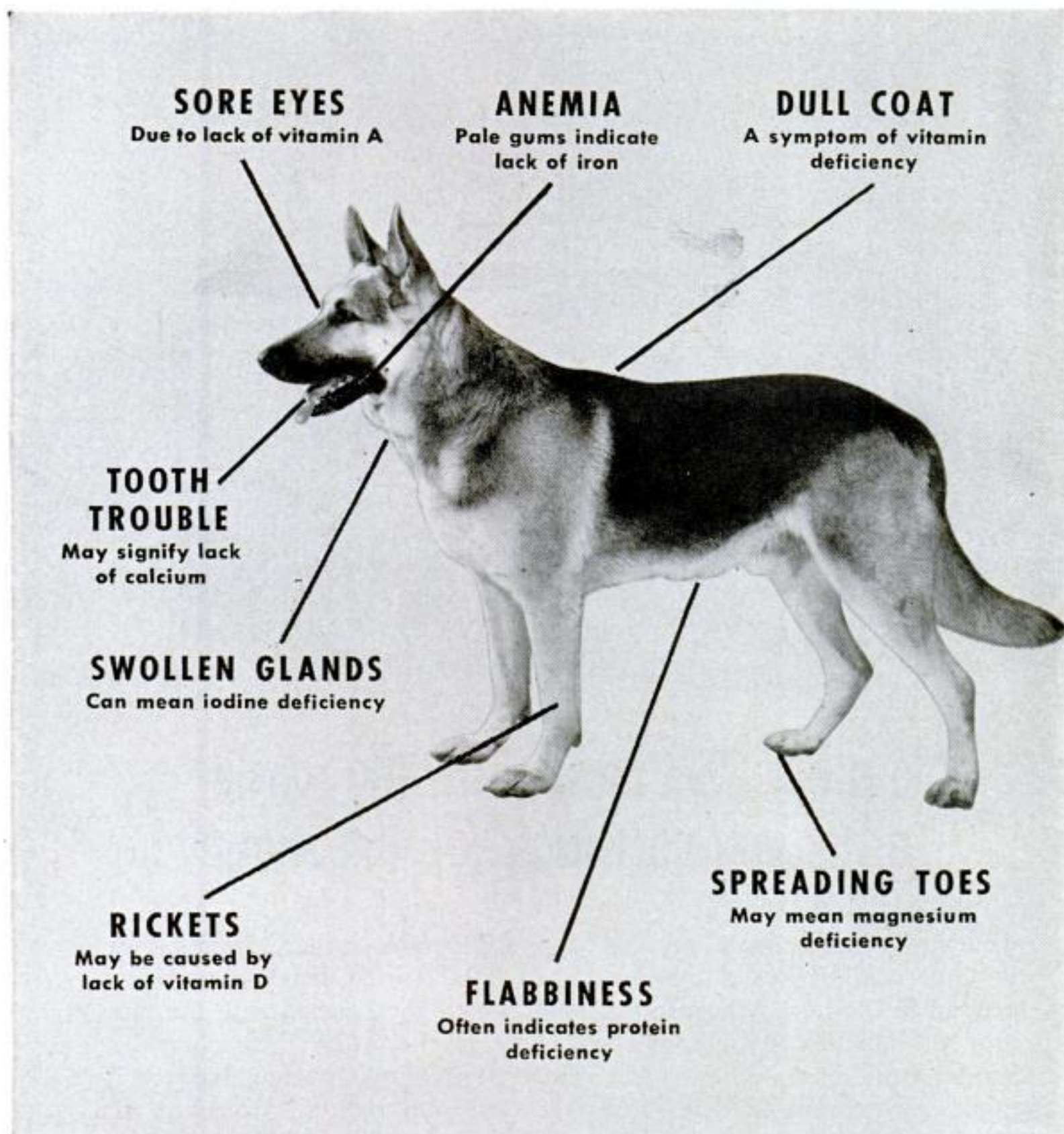
\$49.95 COMPLETE
with carrying case

Copyright 1953, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

argus

—the name that means precision quality!

DOES YOUR DOG HAVE ANY OF THESE AILMENTS?



Check your dog for these symptoms. They are the danger signs of vitamin-mineral deficiency caused ailments. Any one of them can cause a lot of misery for your pet... trouble and worry for you.

But prevention is so easy! Dogs are known to need 30 food factors regularly. These important food elements actually help guard their health. And every one of the vital 30 are contained in Gro-Pup Ribbon dog food!

"Vets" have tested and approved Gro-Pup. Gro-Pup is the *only* dry dog food to win the official seal of approval of the American Veterinarian

Medical and Animal Hospital Association's Joint Committee on Foods. You can be sure your dog is getting the protection he needs against diet deficiency-caused ailments when you feed him Gro-Pup regularly. That's why it's called the *protective* dog food!

GRO-PUP

PROTECTIVE DOG FOOD



Gro-Pup T-Bone Form Biscuit,
"The protective treat
that's better than steak"



Made by the Kellogg Company, Battle Creek, Michigan



NEWSFRONTS CONTINUED



VERSATILE STATESMEN PLUCK AN AMBASSADOR OUT OF THE AIR

Emerging from a ceremony at Rome's Unknown Soldier monument, Italy's Foreign Office Chief Michele Scamacca rushed up, helped a colleague make a lucky catch: they grabbed the El Salvador ambassador—who had tripped and was headed for a nasty fall—in mid-air.

Mrs. MacLean is gone

In Switzerland last week the attractive, 37-year-old, Chicago-born wife of Donald MacLean—the British diplomat who two years ago mysteriously vanished in France with fellow-diplomat Guy Burgess—set off with her three children for what was supposed to be a three-day outing. She did not come back. Police found she had driven her car to a garage, parked it there "for a week," then boarded the Arlberg Orient Express headed for Austria. After that no trace of her could be found. The best guess: she has gone behind the Iron Curtain to join her husband who has long been suspected of being there and of working for the Reds.



THE MISSING MRS. MacLEAN

U.S. scientists went to Toronto to check up on Canada's secret Project Y—a design for a saucer-shaped fighter plane whose pilot rides in a plastic hub around which spins a 40-foot jet-powered disk. Experts think the craft could rise vertically, hover at any altitude or dart off at 1,500 mph.

Impy loses New York primary

New York City's Mayor Vincent Impellitteri, who had refused to bow out when a lot of Democratic leaders insisted that the party needed a new candidate, was firmly ushered out by the voters in last week's primary balloting. The voters chose Manhattan Borough President Robert Wagner, the late senator's son, to run against Republican Harold Riegelman and Liberal Candidate Rudolph Halley, of Kefauver committee TV fame. After the vote the mayor gamely came around with Halley to congratulate winner Wagner with a broad smile (below).



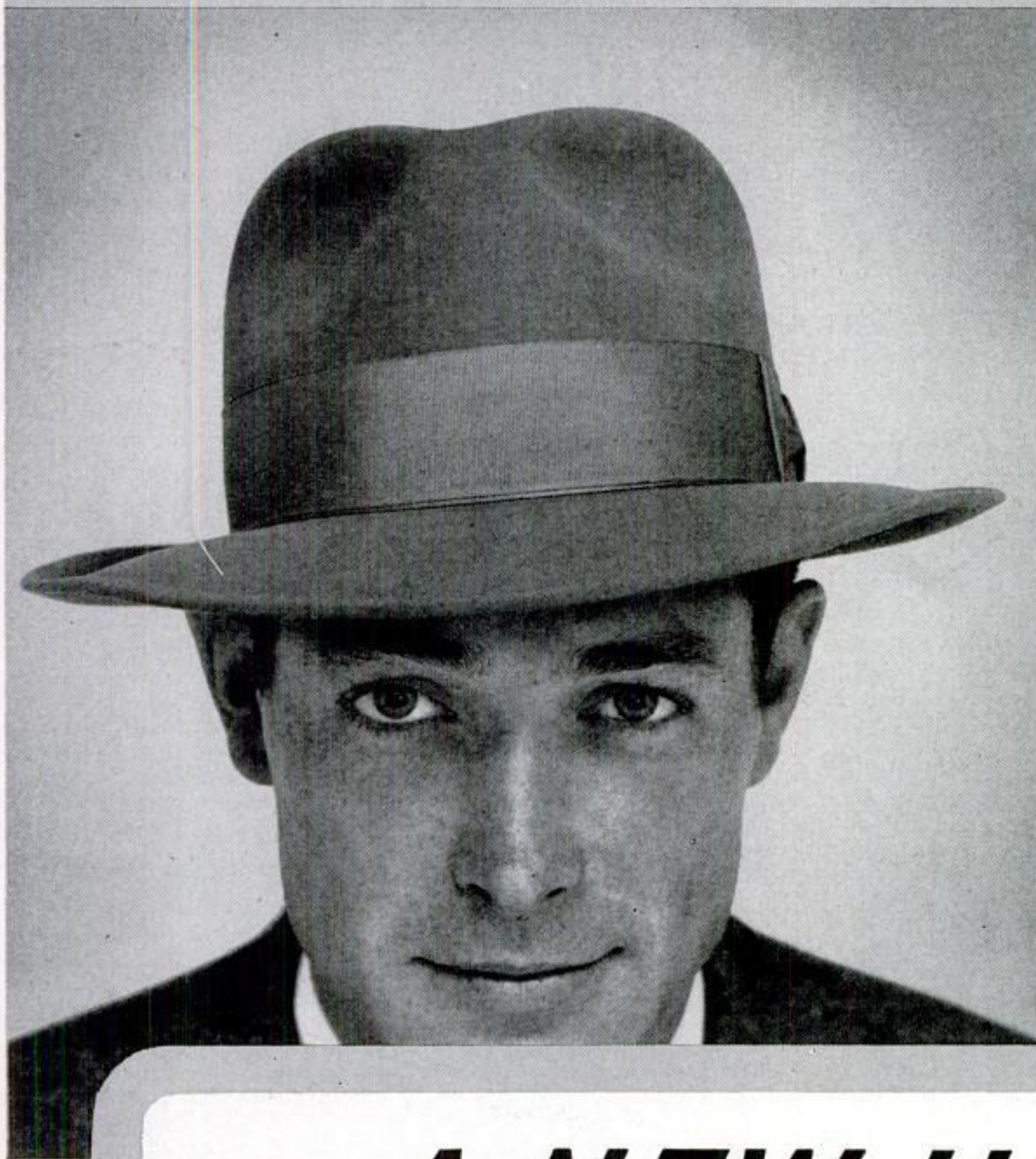
WAGNER (LEFT) GREETES THE MAYOR AND HALLEY AFTER HIS VICTORY

CONTINUED ON PAGE 42

ADAM GUARANTEES

YOUR HAT OUTERBAND WILL

Look like this



Not like this



**or A NEW HAT
FREE!**

AMAZING ONE YEAR GUARANTEE

ADAM, exclusive, ADAM, patented* MYSTRONIC† Stain Guard Guarantees your hat outerband from stain caused by hair oil and perspiration.

ADAM MYSTRONIC† Stain Guard models at \$7.50 and \$10 have these extra features:

- Special Water-Repellent "Aqua-Shed" Finish
- Lightweight, Year-'Round Comfort

*U. S. Pat. No. 2387567
†T. M. Reg.

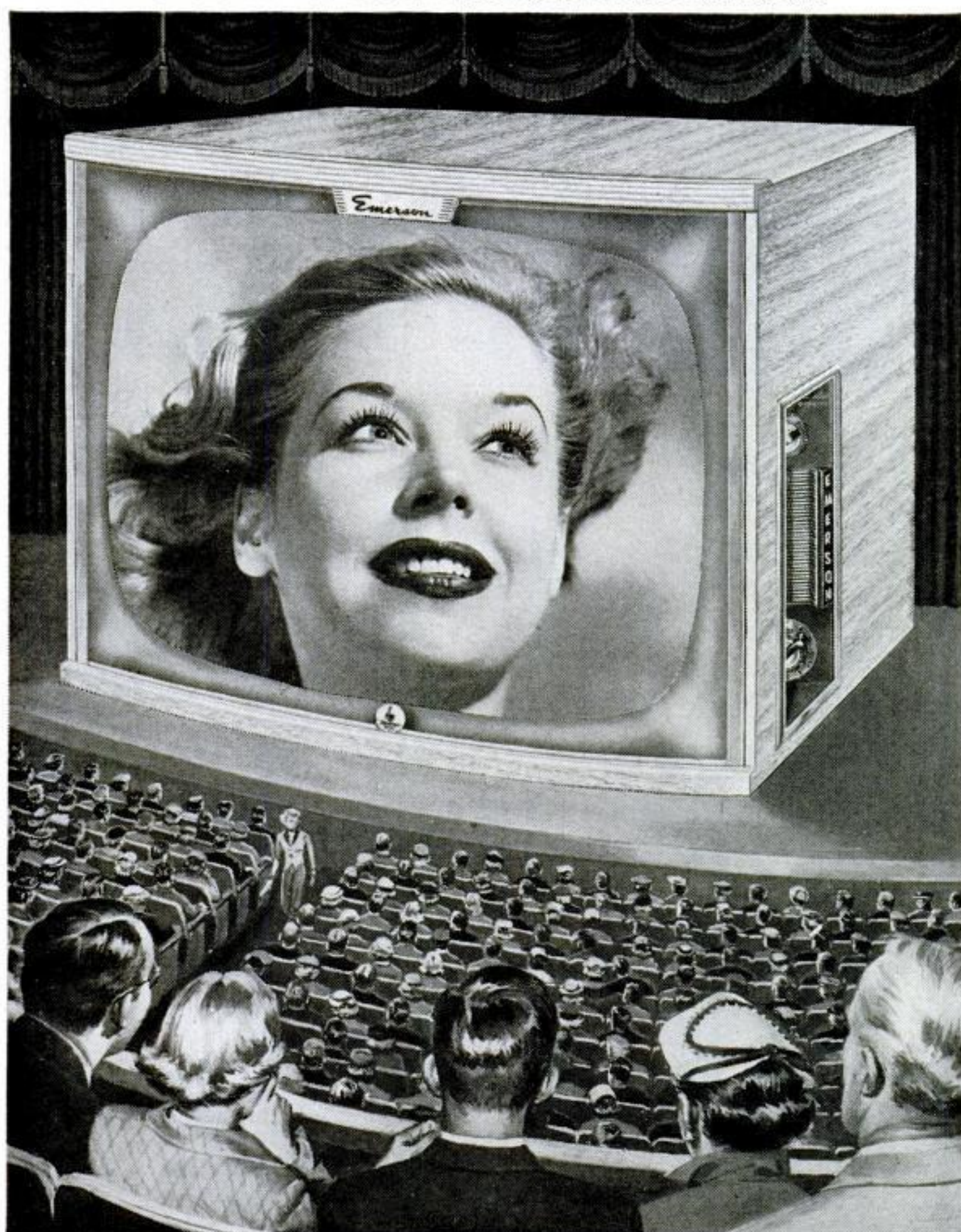
ADAM

FIRST NAME IN HATS • FIRST NAME IN SPORTSWEAR



Available At Over 4000 Adam Hat Stores From Coast To Coast. Write Box L10, Adam Hat Stores Inc., 665 Broadway, New York City For Address Of Store Nearest You

EMERSON 21" "SPACE-SAVER" MODEL 740 IN MAHOGANY, BLONDE AND OTHER FINISHES.



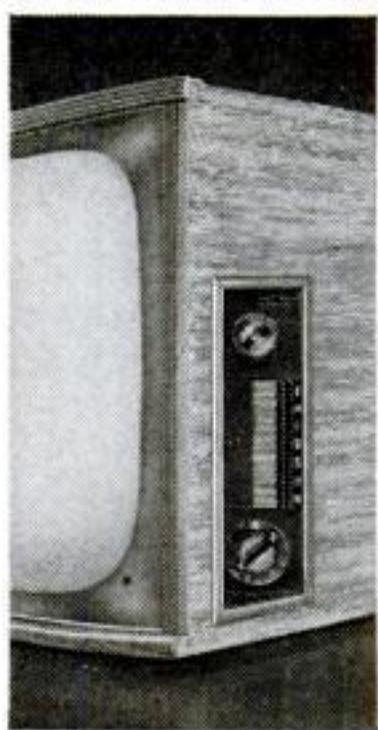
Now! A TV Picture So Clear, So Sharp ...you'll think you're at the movies!

ANOTHER ENGINEERING MIRACLE BY EMERSON!

Big movie-perfect 21" picture in the most space-saving cabinet ever made.

THE SECRET?

The controls are on the side; the front is all screen. It's an extraordinary advance in television engineering...and it's exclusive with Emerson!



You've never seen anything like it outside a big movie theatre!

NO FADING, NO SHADOWS! Emerson's exclusive Dynapower Chassis blocks out interference; gives a movie-sharp picture even in cities or miles from a station!

IT'S STEADY AS A "MOVIE" PICTURE, TOO. No flickering, no blurring! The Miracle Picture Lock holds the picture steady all the time!

THE SOUND IS MOVIE-PERFECT! Whispers are clear, loud sounds don't boom, because of the amazing Miracle Tone Speaker.

Master crafted cabinets in gleaming mahogany and other rich woods. Built-in antenna. Every Emerson is ready for UHF.

44 distinguished TV models to choose from, priced as low as

\$149⁹⁵

(including excise tax and warranty)



Emerson

EMERSON RADIO & PHONOGRAPH CORP., N.Y. U.S.A.

America's Best Buy! Over 14,000,000 satisfied owners

REG. U.S. PAT. OFF.

NEWSFRONTS CONTINUED



TEST-TUBE PARENTS MEET AT CLOSE RANGE AFTER BABY IS BORN

Inside the walls of Pittsburgh's Allegheny County Workhouse two convicts, one a man imprisoned for forgery, the other a woman shop-lifter, set out to outfox prison officials and have a baby despite the strictly maintained separation of men and women. Since ordinary romance was impossible, they stole some hypodermic syringes from the jail hospital, successfully conceived the child by test-tube means. Later the couple was married in the prison. When the forger's term ended and he was turned loose he married another woman, making himself liable to a charge of bigamy, and forged some more checks. So now he is back in the workhouse, near his test-tube bride.

Benson supports farm price supports

Speaking to 50,000 farmers at the National Plowing Contest in Eau Claire, Wis., Secretary of Agriculture Ezra Benson gave them some welcome news: the Administration intends to go right on using price props to insure the farmers' economy. Benson thus hit back at recent Democratic charges that he was so firmly set against farm controls that he would have to resign. "It is time to speak bluntly and plainly," he said. "I did not become secretary to sit idly by, wringing my hands, and let the farmer be squeezed by prices and costs. . . ." Then he added that the G.O.P. had succeeded in halting an alarming drop in farm prices that was underway before the election.

The Moroccan eunuchs charged with guarding the harem of the exiled sultan, Sidi Mohammed ben Youssef, bundled 31 of the ex-ruler's concubines off to the airport to send them to the exile's 40-room hotel suite in Corsica. Eight of the women balked and insisted on staying behind. Three others said they were too tired to make the trip just now. But the remaining 20 flew off to join their master, who was having a considerably less eventful time than his successor (pp. 34, 35).



CONCUBINES BOARD PLANE THAT WILL TAKE THEM TO EX-SULTAN

She wanted the best mattress

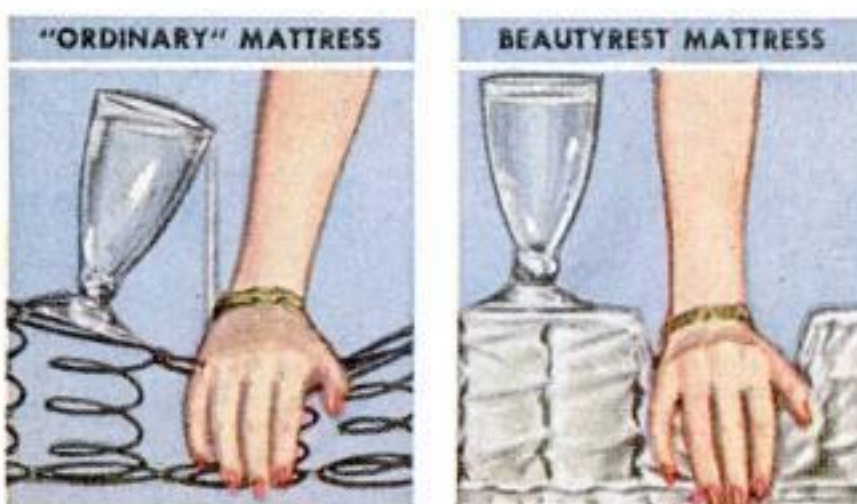


She wanted the best bargain



Both sleep on **Beautyrest** for less than 2¢ a night

Your new Beautyrest* is best for your pocket-book, and best for your posture, too. Only Beautyrest offers you a choice of firmness. (Normal-Firm model or new Extra-Firm model.) Either way, you (and your back) get famous Beautyrest comfort. The ten-year guarantee brings the price of \$69.50 down to less than 2¢ a night. Value in *anybody's* money!



What's different about Beautyrest? In other mattresses, springs are wired together. Press down on one spring and near-by springs go down with it

—causing a hollow. Not so on Beautyrest. Each of the 837 coils is *independent*—not tied together. Proof: glass won't tip even when near-by spring is pushed down. *Can't sag!*



Beautyrest makes you more comfortable. Note top picture: black tape is pasted along the spine of the girl on the "ordinary" mattress, with wired-together springs. Tape curves, proving spine is in uncomfortable, "hammocky" position. Now, note the bottom picture: black tape is pasted along the spine of the same girl on Beautyrest. Tape is level, proving the girl rests in level comfort.

Outlives other mattresses. In "torture tests" at the U. S. Testing Co., Beautyrest lasts two, three, and four times longer than other mattresses.

New—Extra-Firm Beautyrest

The firmness of a posture mattress with the comfort of a Beautyrest

Extra-Firm model Beautyrest gives firmer support, for *less money*, than high-priced "posture" mattresses! If your doctor says you need a firm mattress, get Extra-Firm Beautyrest. Its unique construction gives you comfort *and* firmness. If you're a regular sleeper, get the famous Normal-Firm model Beautyrest. Each \$69.50. King-size Beautyrest 80" long, \$79.50. Beautyrest Stabilized Foundation box spring, \$69.50.

Only Simmons makes
Beautyrest

*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mdse. Mart, Chicago, Ill.



Deliciously yours!

P.S. Don't those franks look wonderful? Serve them to your family and friends. And use paper plates--like we did--to save dish washing. But please, please give them that nice-and-spicy touch with Hunt's Catsup.

Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.

THE SENATOR WEDS

Young John F. Kennedy takes
pretty photographer for bride

The marriage of Washington's best-looking young senator to Washington's prettiest inquiring photographer (LIFE, July 20) took place in Newport R. I. this month and the wedding turned out to be the most impressive the old society stronghold had seen in 30 years. As John F. Kennedy took Jacqueline Bouvier as his bride, 600 diplomats, senators, social figures crowded into St. Mary's Church to hear the Archbishop of Boston perform the rites and read a special blessing from the Pope. Outside, 2,000 society fans, some come to Newport by chartered bus, cheered on the guests and the newlyweds as they left the church. There were 900 guests at the reception and it took Senator and Mrs. Kennedy two hours to shake their hands. The whole affair, said one enthusiastic guest, was "just like the coronation."



ENGAGED COUPLE were shown on LIFE's cover when Jacqueline visited the Kennedys on Cape Cod.



BRIDE AND BRIDEGROOM finally sit down to lunch after the long, wearying ordeal of the receiving line. Jacqueline, whose wedding dress contained 50 yards

of material, adjusts veil while her senator husband starts right in on fruit cup. In foreground is a congratulatory telegram from Representative and Mrs. Coudert.

can you see the difference?

Just a little holder . . . but what an important difference it makes!

Smoking becomes *clean* — the instant you put this Dunhill holder between you and your cigarette.

The efficient Denicotea *crystal* filter—exclusive with Dunhill—purifies the smoke as no ordinary cotton, paper or fiber type of filter possibly can.

You'll know the difference in your nose and throat—in sweeter breath—in cleaner fingers and teeth.

Try the Dunhill Denicotea. You'll enjoy it for years.

Used and recommended by a significant number of physicians and dentists all over the world.

Short, standard or long, for men and women. 2.50 and 3.50, including extra filters. At stores everywhere.



DE-NICOTEA cigarette holder
FOR SMOKERS WHO THINK



This crystal filter does it



No cigarette can contain a filter *this good . . . this long . . . this thirsty for nicotine and tars!*

SENATOR WEDS CONTINUED



SPEAKER JOE MARTIN of House of Representatives congratulates bride and bridegroom in receiving line. Kennedy served three terms in the House.



FLOWER GIRL Janet Auchincloss, half sister of bride, talks with Kennedy while bride looks out window at guests waiting to go through receiving line.



SLICE OF WEDDING CAKE is offered bridegroom by flower girl Janet at the luncheon. Kennedy had already had some cake so did not want any more.

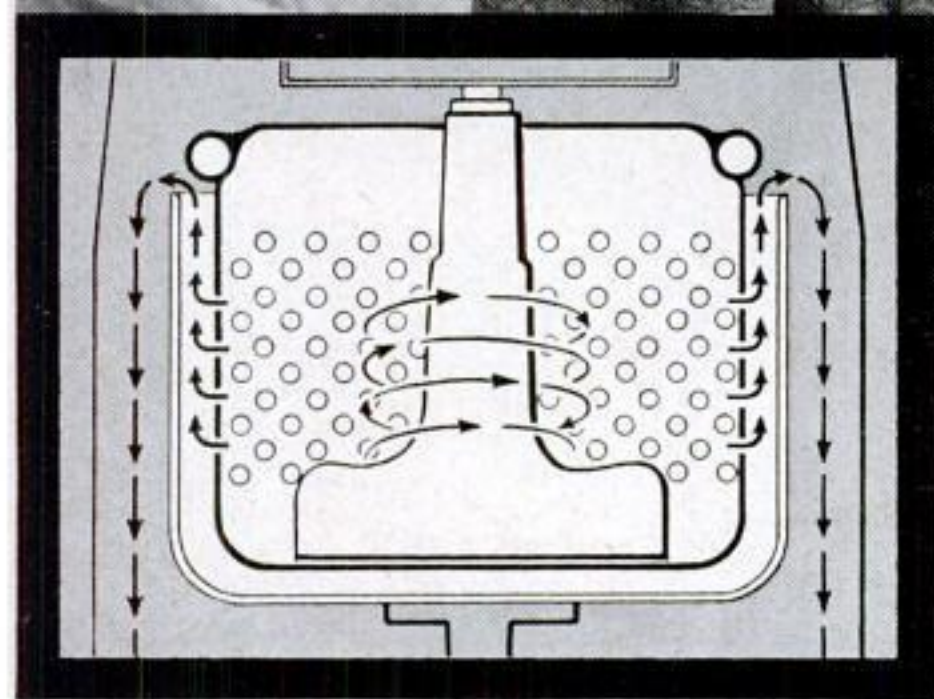
CONTINUED ON PAGE 48

everything washable

washes cleanest with the exclusive double-spin tub care of the Maytag automatic.



HER DRESS OF
WASHABLE ACETATE BY
LOTTE OF DREWYN



Two spinning tubs, one inside the other, never let dirty water strain back through clothes. Everything from miracle fabrics to cotton rugs and overalls is washed safely, beautifully clean!

uses less water, too! Water-thrifty Maytag uses less water than other agitator-type automatics for full loads . . . as much as 46% less! No need to fuss with a suds-saving device. Fresh, *clean* water for every load means cleaner clothes. Maytag has all these features too: washes full family-size load, Gyrafoam washing action, positive water control, safety lid, flexible washing cycle, gentle spin-dry, built for extra years of service, costs less in the long run! THE MAYTAG COMPANY, makers of washers, dryers, ironers, ranges, freezers.

Maytag
automatic washer



See the new
Maytag Automatic
Dryer to match!

* *Gyromatic*

* SELF-WINDING



* WATER-PROTECTED



* SHOCK-RESISTANT



Watch enlarged
to show details

In engineering... In styling...
The world's finest automatic watch.

GIRARD PERREGAUX

(pronounced Jir-ard' Perry-go')

610 FIFTH AVENUE, NEW YORK 20, N.Y.

Fine Watches since 1791

Gold-filled with expansion bracelet \$90
Other models from \$71.50
Stainless steel from \$67.50
14 Kt. Gold from \$140
All models 17 Jewels

Fed. Tax incl.
* Reg. U.S. Pat. Off.

OFFICIAL WATCH OF CAPITAL AIRLINES



SENATOR WEDS CONTINUED



LINE OF GUESTS waiting patiently to congratulate the couple extends onto the front lawn of bride's mother's 300-acre Hammersmith Farm at Newport.

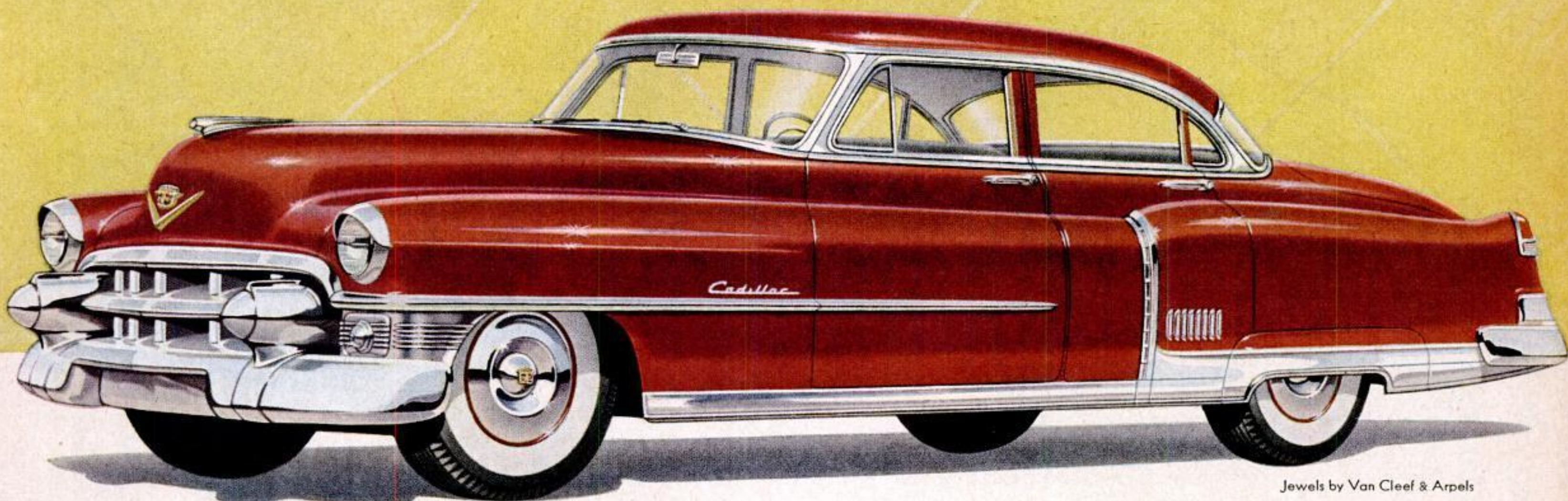


COUPLE AND USHERS pose. Flanking couple are John's brothers Edward (left) and Robert. Senator George Smathers is on ground, second from left.



OFF FOR HONEYMOON in Acapulco, Mexico, the bride and bridegroom leave the wedding reception amid a shower of rose-petal confetti and rice.

Cadillac



Jewels by Van Cleef & Arpels

There are, of course, many obvious and excellent reasons for making the move to Cadillac. There is the car's beautiful styling, for instance, its magnificent performance, its marvelous luxury . . . and, of course, its great prestige. But there is also another important Cadillac characteristic which every motorist should keep in mind when he is considering the car—its *phenomenally long life*. A few years ago, a great tire manufacturer

actually ran three Cadillacs in its test fleet close to a million miles each—and then sold them into private ownership where they are still in active service. And we know of several instances of Cadillacs as old as fifteen—and even twenty years of age—which are still driven with pride and satisfaction. Naturally, the man who takes possession of a new Cadillac does not anticipate owning the car for so long a time . . . or driving

it over so many miles. But owners tell us that they find it most reassuring to know that the car is *capable* of such extraordinary service. For it means that they will enjoy the utmost in dependability through whatever period they elect to own the car . . . and that they can expect an unusually high return on their investment at the time of resale. Have you driven a 1953 Cadillac? If you haven't, better come in and see us today.

YOUR CADILLAC DEALER



COME TO BIG POW-WOW!

SYLVANIA TV

JAMBOREE

NOW GOING ON!

Your Neighborhood SYLVANIA TV DEALER Invites You!

FUN! prizes!
GIFTS!
free!

BIG CONTEST!
You can win Beautiful
SYLVANIA
RADIO-CLOCK

A rich-toned Radio with big easy-to-read Clock. Smart! Valuable!



FREE!

INDIAN HEADDRESS FOR KIDS

GET YOURS TODAY!



DON'T MISS IT!

YOUR NEIGHBORHOOD SYLVANIA TV DEALER WELCOMES YOU ALL!



See New 1954 SYLVANIA TELEVISION 40 GREAT MODELS!
17"—21"—24"—27" SCREEN SIZES
Beautiful New Cabinet Styles
Priced as low as \$189.95
Slightly Higher in West and South

ALL 1954 SYLVANIA MODELS AVAILABLE WITH ALL-CHANNEL UHF-VHF TUNING!

Heap big time waiting for you! Bring 'um whole tribe to swellest party in many moons—take free gifts back to wigwam! To introduce the sensational new 1954 Sylvania Television, your Sylvania TV Dealer is throwing a good old-time Indian Jamboree right in his store. Make big whoopee! Bring papooses—give 'um time of their lives!

Famous HALOLIGHT
Now on Many More Models—Even on Low Priced Sets!
Sensational New PHOTOPOWER CHASSIS
for Mighty Power and Picture Clarity

HALOLIGHT and PHOTOPOWER are Sylvania Trade Marks

See Finest Television Sets

You'll see 'um finest television sets ever shown. Heap big screens...new low prices to save you much wampum...great features like exclusive HALOLIGHT and the mighty PHOTOPOWER Chassis. So come one—come all. It's Jamboree Time at your Sylvania TV Dealer!



The KNICKERBOCKER 27" Console with HALOLIGHT. In Mahogany or Blonde.



The STRATFORD 21" Console with HALOLIGHT. In Blonde or Mahogany.



The MONTICELLO 21" Console Combination with HALOLIGHT. AM-FM Radio, 3-Speed Phonograph. In Mahogany or Blonde.



The BROOKFIELD 21" Console with Doors. HALOLIGHT. In natural. Blonde Korina or Mahogany.



The FAIRMONT 21" Table Model with HALOLIGHT. In Mahogany or Blonde.



SYLVANIA TELEVISION

Sylvania Electric Products Inc., 254 Rano Street, Buffalo 7, New York
RADIO • TELEVISION • LIGHTING • ELECTRONICS





SNAKE POSSE digs in drainage ditch which runs behind the pet shop while brush in nearby vacant lots is being burned. Men with guns stand watch.

CAUGHT COBRAS are now in the home of Herbert Condray (left), local science teacher who first identified them. They run from 47 to 54 inches long.

THE BIG OZARK COBRA HUNT

Citizens of Springfield, Mo. turn out in posse to track down a herd of hoods

When a man in Springfield, Mo., on the edge of the Ozarks, killed a hooded Indian cobra in his front yard a few weeks ago, no one was overly worried. "One cobra is nothing," said Springfield's health commissioner. "Anything can happen in the Ozarks." But when five other cobras were killed on nearby blocks, the commissioner said, "Six cobras is out of the question," and the authorities began to take steps. They investigated Reo Mowrer, who owns the only pet shop in the area, but Mowrer insisted that none of his

snakes was missing. When Mrs. James Clouse found another snake—a five-footer—on her lawn, however, he rushed right over to remove it. After angry neighbors threatened to burn down Mowrer's shop, the police chief led "cobra posses" and Mowrer was ordered to get rid of all his remaining animals at once. So far nobody has been bitten by a cobra. But no one knows how many got loose in the first place and everyone fears they may have laid eggs and turned Springfield into a genuine cobra habitat.

CONTINUED ON NEXT PAGE



Copyrighted material

"I can't

How can an
electric shaver
give me
close shaves?"

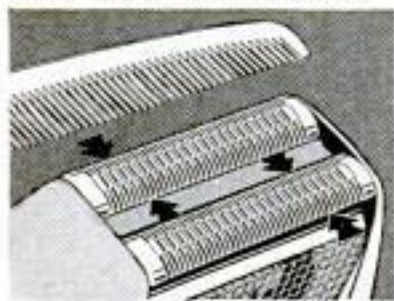
see it!



-then he tried the **RIGHT** electric shaver!

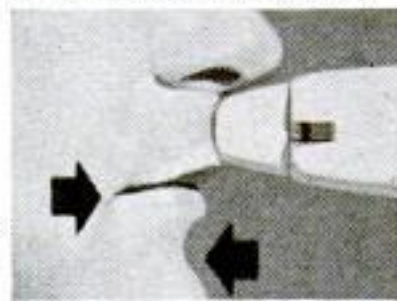
Are you still putting up with the fuss, muss and scrape of old-fashioned shaving—because your eyes are closed to a simple truth? Isn't it time you discovered what millions of men know? You can get the closest shaves you've ever enjoyed with the *right* electric shaver. It's the *one* electric shaver with all 3 of the features you need to get close shaves—the Schick "20"—made by the people who *invented* electric shaving. It takes *all 3* of these features to give you close shaves:

THE RIGHT EDGES



Bevelled Comb Edges. Just like a comb, they lift up the whiskers, lead them in for a close shave.

THE RIGHT HEADS



Face-Fitted. Not bulky, but scientifically sized to get in anywhere, get every whisker.

SELF-SHARPENING



Sharpens As You Shave. Doesn't get dull, assures close shaves always.

Still not absolutely sure the Schick "20" will give you close shaves? Then here's how you can decide without any risk!

Skeptics Invited!

SCHICK 10-DAY NO-RISK HOME TRIAL

You don't gamble one penny. You ask your dealer—or any Schick Electric Shaver Shop—to let you try a Schick "20" at home for 10 days. Then you must be really enthusiastic, you must agree you're getting the most comfortable, *closest* shaves of your life—or return the shaver to your dealer within those 10 days and get back every cent! Whatever you decide, you must win!

Schick "20"

—better-built for closer shaves

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE



In handsome Caddy Case, \$26.50
New Schick "Colonel," \$19.95

On TV every week... "The Jackie Gleason Show" and "This Is Show Business"

SCHICK Electric Shaver Shops... for sales and service... conveniently located

ALABAMA Birmingham 519 North 19th St.	COLORADO Denver 728 15th St.	CONNECTICUT Hartford 142 Church St. Stamford 45 Garden St.	WASHINGTON, D.C. Washington Bldg. 1434 N.Y. Ave. N.W.	FLORIDA Jacksonville 208 Laura St.	San Francisco 681 Market St.	MIAMI 111 N. E. Second Ave.	GEORGIA Atlanta 24 Peachtree Arcade	ILLINOIS Chicago Palmer House 119 So. State St.	INDIANA Indianapolis 11 S. Meridian St.	IOWA Des Moines Liberty Bldg. 6th and Grand Ave.	KENTUCKY Louisville 332 W. Broadway	LOUISIANA New Orleans 931 Canal St.	MAINE Portland 477 Congress St.	MARYLAND Baltimore 222 N. Liberty St.	MASSACHUSETTS Boston 80 Federal St.	MICHIGAN Detroit 232 W. Grand River Ave.	MINNESOTA Minneapolis 904 Marquette Ave.	St. Paul E-426 First Natl. Bank Bldg.	MISSOURI Kansas City 916 Walnut St. Bldg.	St. Louis 812 Olive St.	NEBRASKA Omaha Natl. Bank Bldg. 17th and Farnam	NEW JERSEY Newark 1180 Raymond Blvd.	NEW YORK Albany 55 Maiden Lane Brooklyn 101 Court St.	Buffalo 38 Niagara St.	Hempstead, L. I. 109 Jackson St.	Jamaica, L. I. 164-01 A 89th Ave.	New York 20 E. 40th St. 100 Nassau St. Rochester 14 Franklin St.	OHIO Akron 1st Natl. Tower 6 E. Mill St. Cincinnati 432 Walnut St.	Cleveland 925 Euclid Ave.	Columbus 17 S. High St.	Toledo 238 Erie St.	OKLAHOMA Oklahoma City 105 N. Hudson	OREGON Portland 621 S. W. Morrison St.	PENNSYLVANIA Philadelphia 12 So. Twelfth St.	Pittsburgh 717 Liberty Ave.	RHODE ISLAND Providence 171 Westminster St.	TENNESSEE Memphis 120 Monroe St.	TEXAS Dallas 1416 Commerce St.	Ft. Worth 1003 Houston St.	Houston 1121 Walker St.	San Antonio 603 Navarro St.	UTAH Salt Lake City 8 E. B'way	WASHINGTON Seattle 1220 Third Ave.	WISCONSIN Milwaukee 152 W. Wisconsin Ave.	CANADA Calgary, Alberta 112 A Seventh Ave. W.	Montreal 2, Quebec 1189 Phillips Place	Toronto 1, Ontario 78 Richmond St. W.	Vancouver, B. C. 718 Granville St.	Winnipeg, Manitoba 298 Smith St.
--	---	---	--	---	--	---------------------------------------	--	---	--	--	--	--	--	--	--	---	---	--	--	-----------------------------------	---	---	--	----------------------------------	--	---	---	--	-------------------------------------	-----------------------------------	-------------------------------	---	---	---	---------------------------------------	--	---	---	--------------------------------------	-----------------------------------	---------------------------------------	---	---	--	--	--	---	--	--



POSSE'S HAUL after afternoon's hunt included this turtle, a normal reptile resident of the region.



PET SHOP OWNER, Reo Mowrer, holds one of his macaws. He has already gotten rid of his snakes.



LONG-TAILED LIZARD was one of two shot in Springfield by posse which also bagged a field mouse.

The fabric for good looking, dependable, rugged work clothes



...and for sportswear as well

**STEVENS
TWIST TWILL®
DELTA FINISHED**

Look for this label on your favorite brand of matched sets (matching shirt and pants). It stands for a fabric with rugged strength for longer life and lasting good looks. The Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth supple texture. A completely washable fabric, Twist Twill is Sanforized for permanent fit — vat dyed for color fastness.

J. P. STEVENS & CO., INC. • NEW YORK, N. Y.
Fine Fabrics since 1813 • 140th Anniversary Year

PROMOTIONS DATING BACK TO 1870

Reveal Vast Change in Methods of Reaching Public



OLD-TIME AD TECHNIQUES BROUGHT TO LIGHT IN KENTUCKY DISTILLERY FILES

A treasure of nineteenth century advertising lore, recently found in our Louisville distillery, dramatically contrasts old and new whisky sales appeals.

Typical of the ancient prints, discovered during the remodeling of a warehouse wing at Brown-Forman Distillers Corporation, are the two shown here. The gun-totin' westerner above, is from a saloon sign of over 50 years ago. To the right, a back-bar scene appealing to the gentleman hunter of the old South, displays more finesse.

Interestingly enough, though these quaint illustrations are a far cry from the modern whisky advertisement (see facing page), the famous Old Forester bottle and label have changed but little since 1870, and Old Forester Bonded Bourbon is as fine as it was 83 years ago. As it has *always* said on the label, in the founder's own handwriting: "There is nothing better in the market!"

BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



PAUSING FOR A TREAT, these hunters of the past seem to enjoy Old Forester as much as the present generation. As always, Old Forester is America's Guest Whisky, preferred for any occasion. Produced in America's largest independent distillery!

There is nothing better in your Highball



...your Manhattan

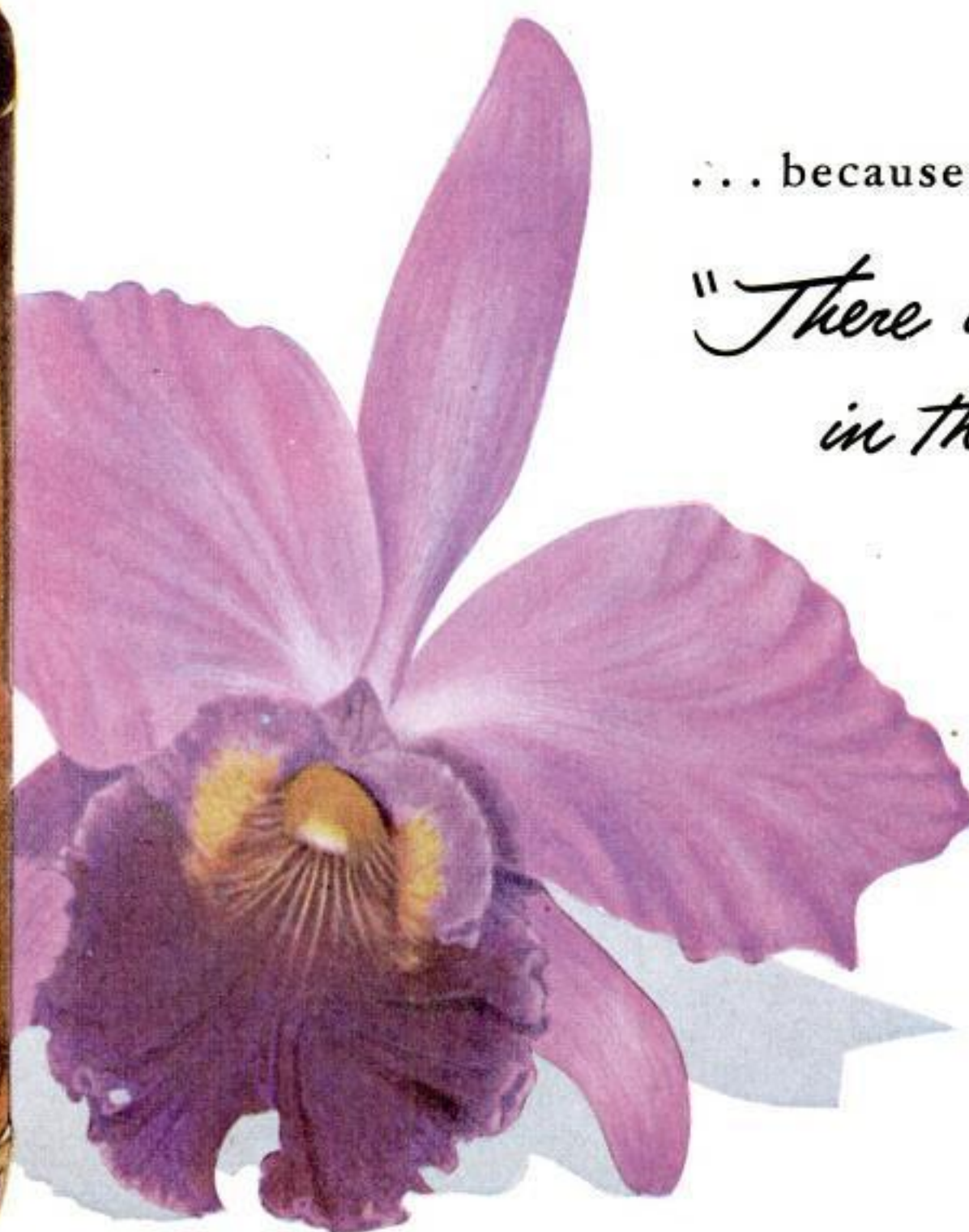


...or your Old Fashioned...



... because as it says on the label:

*"There is nothing better
in the market"*



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



For the Vitamin C you need every day!

...one vitamin your body can't store up

Next time the troop troops over to your house, be a good scout—have plenty of Florida orange juice on hand. It's so much more than a temporary "refreshment"—adds to youngsters' pep and energy, helps 'em stay healthy by providing a wealth of resistance-building vitamin C. No fuss or muss to prepare when you buy the handy and *thrifty* canned or frozen juices, all squeezed for you from Florida's thin-skinned, true *juice* oranges. Stock up today.

Florida Oranges

Florida Citrus Commission, Lakeland, Florida



Florida Canned

Fresh-tasting, natural full-strength juice rich in vitamin C. Just open the can and pour! Blended orange and grapefruit juice is delicious, too!

Florida Fresh-Frozen Concentrate

Just-squeezed flavor in time-saver form. Pure juice, no sugar added—Florida oranges are naturally sweet. Keep in your freezing compartment.



FACE AND HANDS COVERED BUT EARS EXPOSED, BLIND ANTON BERGHOLT SPOTS UNSEEN TREE TO SHOW "SIXTH SENSE" COMES FROM HIS EARS, NOT SKIN

THEY SEE WITH THEIR EARS

Scientists in Austria explore the inner sight that warns blind of impending danger

The inner faculty that warns the blind of the nearness of things sometimes produces a sensation like that of "a spider-web brushing against the skin." Despite this illusion, which suggests that the skin acts as a detector, scientists believe that the blind man's "sixth sense" is in fact centered in his ears, which catch sound reflected from surrounding objects. Little by little, through the detection of echoes, a sense of aural direction is built up. At Innsbruck University in Austria,

recently, Professor Theodor Erismann and Dr. Ivo Kohler worked with the sightless, especially Anton Bergholt, a blind teacher of the blind, with extraordinary ability to "see" obstacles. The scientists swathed him in bandages and paste (*above*) to prove his skill could come only through his ears. They misdirected sound to show that this could confuse his sense of direction (*p. 58*). Finally they built a machine that might help others achieve Bergholt's remarkable ability (*p. 63*).



AURAL ILLUSION was created by scientists testing Bergholt's sense of sound direction. Cardboard near ear convinced him there was wall close by.



STRANGE ECHOES in the funnels caused Bergholt to think there was a wall directly in front of him although actually the walls were at his two sides.



REVERSED SOUND, bringing a noise through crossover tube into wrong ear, made Bergholt believe that an object at his left was really at his right.

CONTINUED ON PAGE 60

**FASTER, EASIER,
top-o-the range cooking!**

"magic flame"

UNI-BURNER

ANOTHER *Exclusive*
Magic Chef
GAS RANGE FEATURE



Gives you a **COMPLETE** heat cycle in one compact piece!

Only the "magic flame" UNI-BURNER offers you the cooking flexibility of a center "stay-warm" setting to a hot fast flame... *plus* the ONE light, easy to remove unit that lifts out and washes like a dish. No other range gives you the speed, the economy, the flavor-saving features, the easy-to-clean one piece unit of the "magic flame" UNI-BURNER on Magic Chef!



See
DAVE GARROWAY
demonstrate this feature
Monday Morning on
TV-"today"

Magic Chef features for cooking magic
• "MAGIC-RAY" SWING OUT BROILER • RED WHEEL OVEN HEAT REGULATOR • "MAGIC OVEN-EYE" • "MAGIC FLAME" UNI-BURNER • "MAGIC-AIRE" DEODORIZING LAMP
PLUS many other additional features

more women cook on *Magic Chef* than on any other range

MAGIC CHEF, INC. • SAINT LOUIS 10, MISSOURI



Does your old stove have this
MODERN COOKING FEATURE?
"Change Your Range"
change to a new Magic Chef gas range
during "Old Stove Round Up" Time!

NOW YOU CAN ENJOY
 MATCHLESS *Old Spice* QUALITY
 IN A PRESSURE SHAVE. ASK FOR
Old Spice SMOOTH SHAVE. THIS
 UNIQUE MOISTURE-RETAINING
 FORMULA GIVES SOFTER,
 RICHER FOAM, SUPERIOR
 SKIN-LUBRICATING ACTION,
 NO RAZOR DRAG. IT'S A
 GREAT NEW WAY TO SHAVE!



1.00



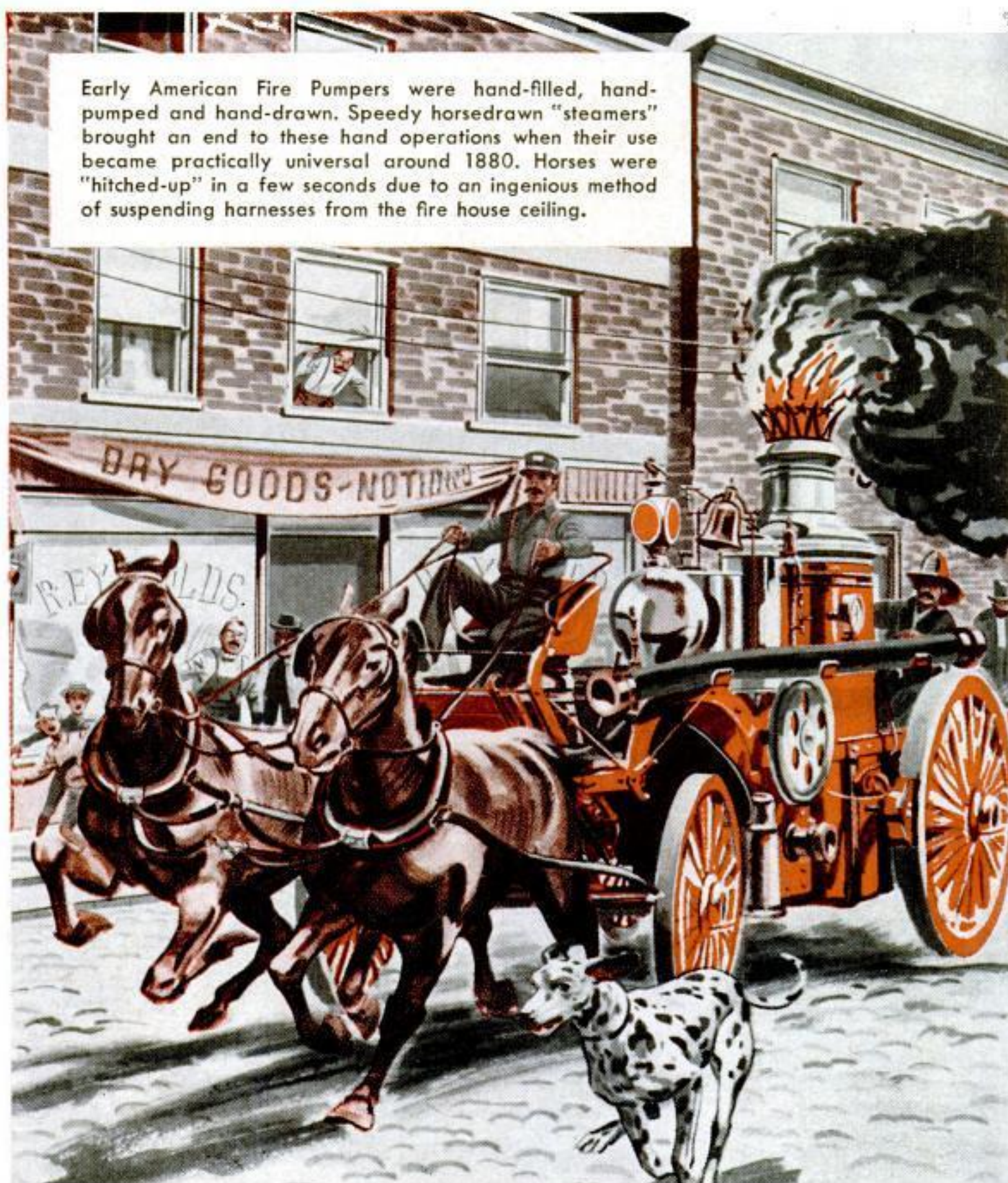
SHULTON

New York

Toronto

HORSE-DRAWN PUMPS

Speed Fire Fighting



AC FUEL PUMPS

...America's First and Finest

It was a great day for fire-fighting when horse power replaced man power in the race to fires. Of comparable importance to motorists was AC's development of the first efficient fuel pump. 115,000,000 ACs have been built since 1927.

First choice for original equipment, the AC Fuel Pump is also America's favorite replacement pump. Motorists have learned the wisdom of replacing with new ACs after several seasons' use . . . *before* pumps lose their efficiency or fail altogether.

You'll save time, trouble and money by keeping your fuel system operating efficiently. Replace the worn pump on your car with a new AC . . . famed for reliability for 26 years.

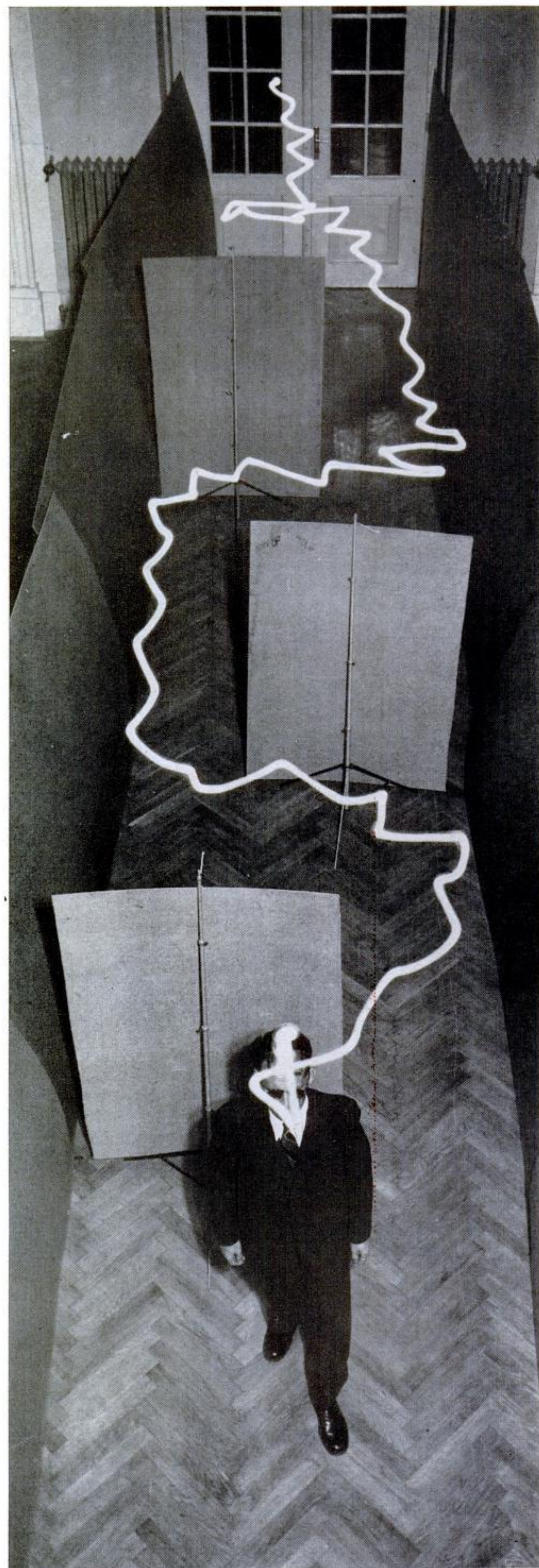


AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

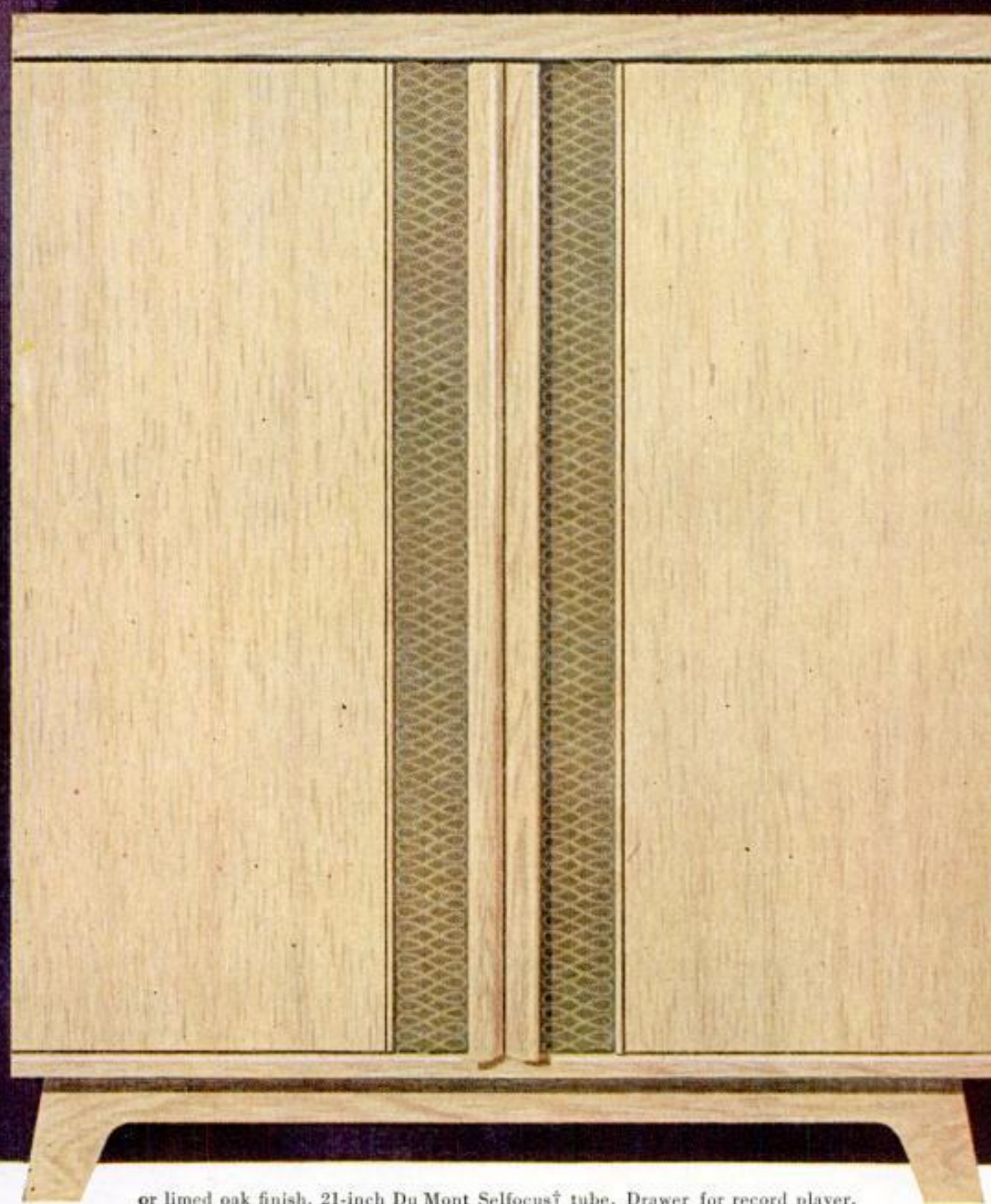
BLIND CONTINUED



TRACING BLIND MAN'S COURSE, line of light shows how Bergholt walked around obstacles, guided by echoes of his footsteps. Camera's shutter was open as Bergholt walked with light on head, then flash picture was taken.

CONTINUED ON PAGE 63

DuMont Television



DuMont Custom NEWBURY II. Modern styling, mahogany

or limed oak finish. 21-inch DuMont Selfocus† tube. Drawer for record player.

Built-in antenna. 82-channel tuning optional.

First with the Finest...past, present and future!



***SEE THE QUALITY**
See television's finest cabinets and clearest pictures! New high-definition DuMont Selfocus† picture tube! Automatic improvement of picture signals, everywhere! Optional 82-channel tuning—most sensitive in television!



***HEAR THE QUALITY**
Higher tone fidelity from precision-engineered circuits, powerful speakers, choice woods! Highest audio power, for unrivalled tone! New continuous bass-to-treble tone control!



***PROVE THE QUALITY**
Test pictures and sound from all stations! Compare the greater beauty and finer construction detail of DuMont cabinets! Ask your dealer for a complete demonstration!



***BUY THE QUALITY**
Every DuMont is quality-proved by multiple tests and controls! Save on DuMont quality...on thrifter set operation...on higher trade-in values!

†Trade Mark

Imagine Owning DU MONT® Quality Television...from \$199⁹⁵
(for 17-inch table model)

First with the Finest in Television...
Past. Present and Future

Allen B. DuMont Laboratories, Inc.
Customer Priority Dept., Box L-9, East Paterson, N. J.
Please send your new FREE BUYING GUIDE, showing DuMont Telesets† in authentic styles for my home. †Trade Mark
NAME _____
ADDRESS _____
CITY _____ STATE _____
Canadian Affiliate: Canadian Aviation Electronics Ltd.,
DuMont Television Division, Montreal, Canada



"World Series U. S. A.," by John Falter. Number 86 in the series "Home Life in America"

In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1862





SOUND THROWER, being worn as a training aid by blind Caroline Fritz, emits a buzz which is reflected from Dr. Kohler's briefcase, to ears of student.



FINDING THE DOORWAY, with help of sound thrower, proved possible. Thrower, developed by Dr. Kohler, buzzes only when wearer presses a button.



WALKING OUTDOORS, Miss Fritz points to passage between haystacks. Her work with sound thrower is step to detecting reflected natural sounds.

You're looking at the famous
WEAREVER Pennant fountain pen

WEAREVER Pennant is
America's leading pen value—

With your choice of five
Hardaloy-tipped, inter-
changeable points that
promise years of smooth,
carefree writing—

With C-Flow feed that
insures instant starting
and shows when to refill—
With a really over-size
ink capacity.

The only pen under \$5 with
all its features... yet only

Available in maroon,
blue, green, grey and
black.



Choose the point
that suits you best.
(Point includes sac)

Extra Fine

Steno

Flexible Fine

Medium

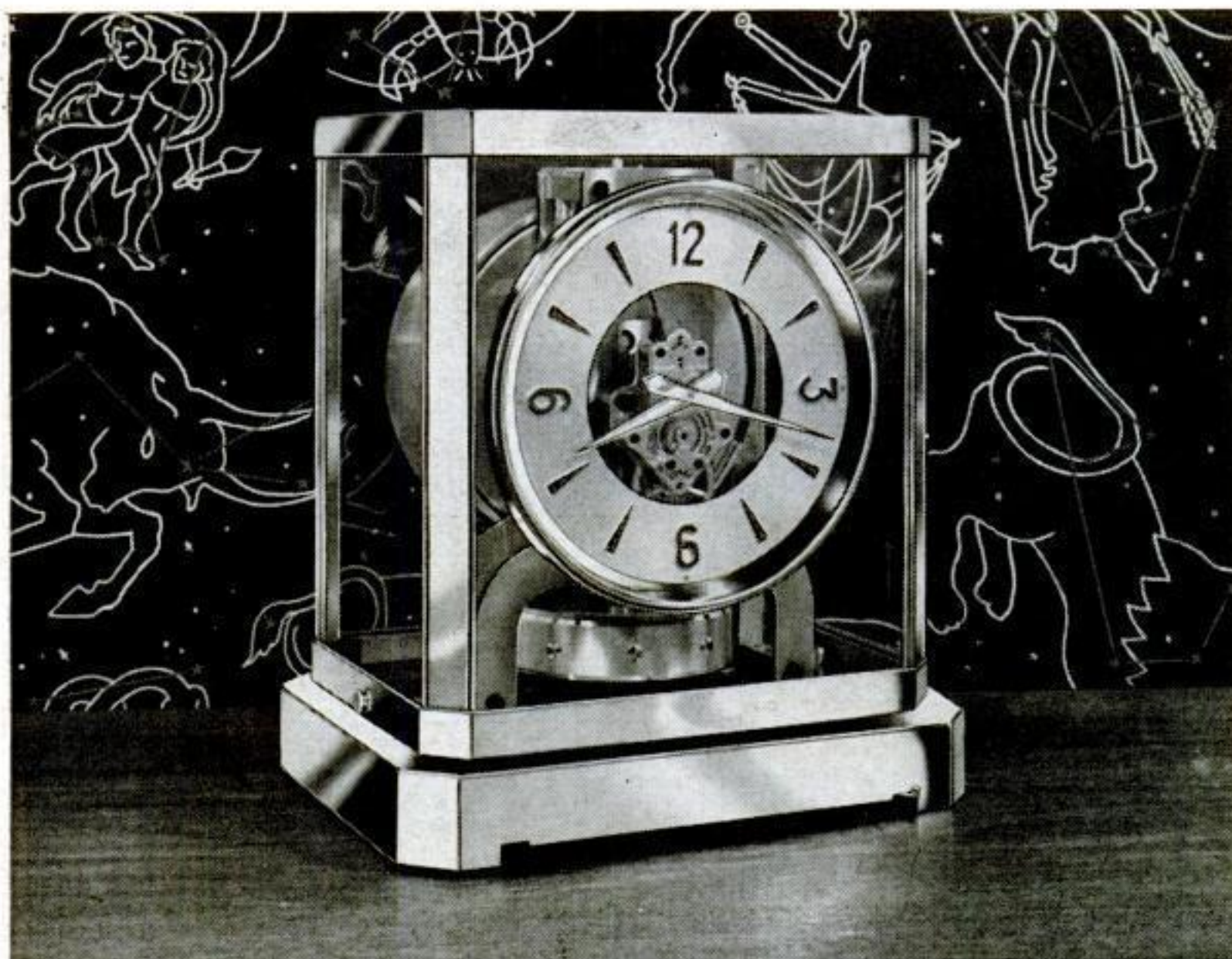
Broad

Just right for school



WEAREVER

Made by David Kahn, Inc., North Bergen, N. J. ... World's Largest Pen Maker
© 1953



ATMOS—The Perpetual Motion Clock. This LeCoultre creation amazingly offers virtual perpetual motion in a handsome clock. No hand-winding, no electricity—ATMOS runs silently, accurately, powered only by the unfailing daily changes in the temperature. ATMOS, beauty-in-action, brings a dramatic touch to every home. An exceptional possession, a most exceptional gift. Measures $9\frac{1}{4} \times 8\frac{1}{4} \times 6\frac{1}{4}$ inches. \$175.



LE COULTRE PATTON—Modern inspiration executed with utmost perfection in every style and time-telling detail. 18K gold hour markers add beauty to a fascinating dial. In 14K gold case, \$139.50.



THE SMALLEST WATCH IN THE WORLD—Less than one-third as wide as a dime! A work of elegance and precision craftsmanship in the true LeCoultre tradition. An excellent timekeeper. In platinum, \$1500.

SINCE 1833—120 YEARS OF ORIGINALITY

LE COULTRE

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

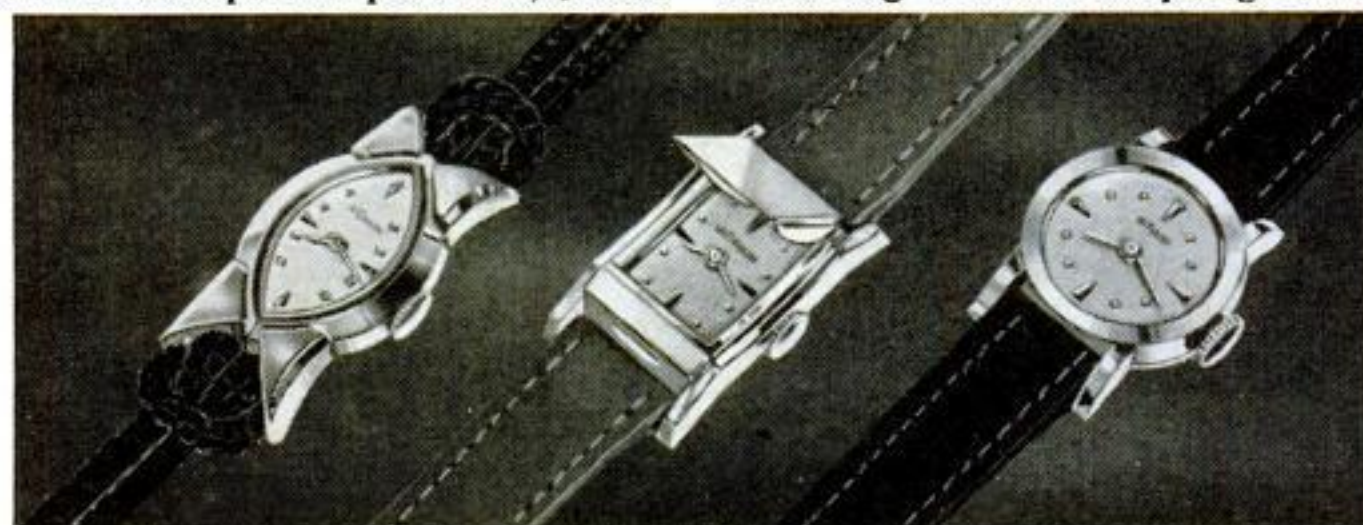
A precious element of every LeCoultre timepiece is superb precision craftsmanship, beautifully styled. This is the work of master watchmakers and designers who bring almost fanatic devotion to their art. For 120 years, LeCoultre artisans — "pioneering in originality" — have created some of timekeeping's finest masterpieces. For yourself — or for an exceptional gift — visit your Authorized LeCoultre Jeweler today. See these and many others of the "Most Exceptional Watches and Clocks in All the World".



LE COULTRE FUTUREMATIC—Engineered to be the most accurate self-winding watch in the world—it may be set to the exact second. Fully patented—exclusively LeCoultre, it is 100% automatic. No hand-winding ever, it has no winding stem. Cannot run down, cannot overwind. An exclusive Reserve Indicator on the dial shows the power remaining in the mainspring. In a gold-filled case, \$99.50. In 14K gold case, \$165.



LE COULTRE POWERMATIC—It winds itself with every movement of the wrist, a superior timekeeper. Reserve Power Indicator. Gold-filled case, \$71.50. In a 14K gold case, \$150.



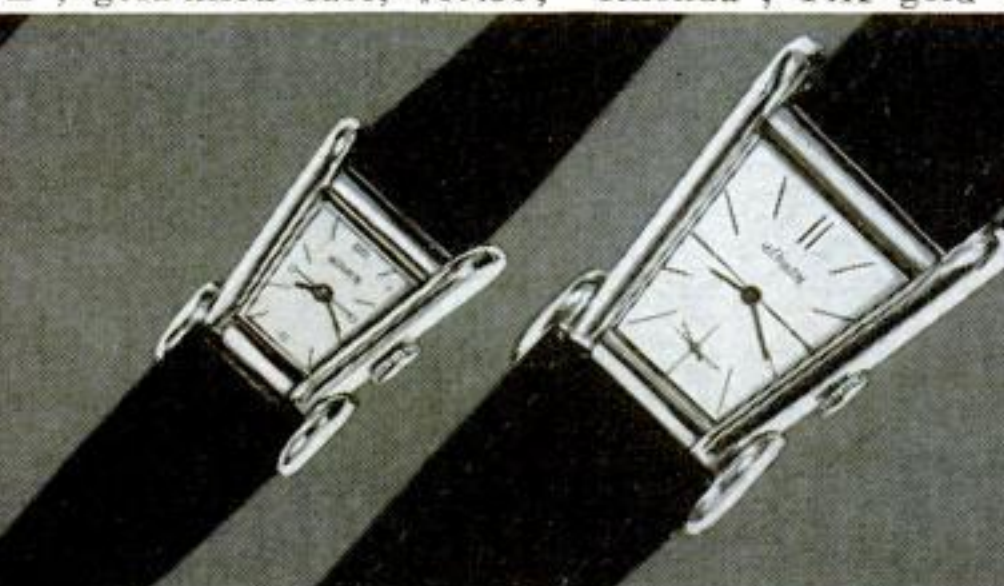
LE COULTRE COUTURIER CREATIONS FOR HER—Imaginative treasures in high-fashion design—each a tiny, trustworthy timekeeper, a watch she will cherish many happy years. "Marquise", 14K gold case, \$125; "Ile de France E", gold-filled case, \$89.50; "Rhonda", 14K gold case, \$110.



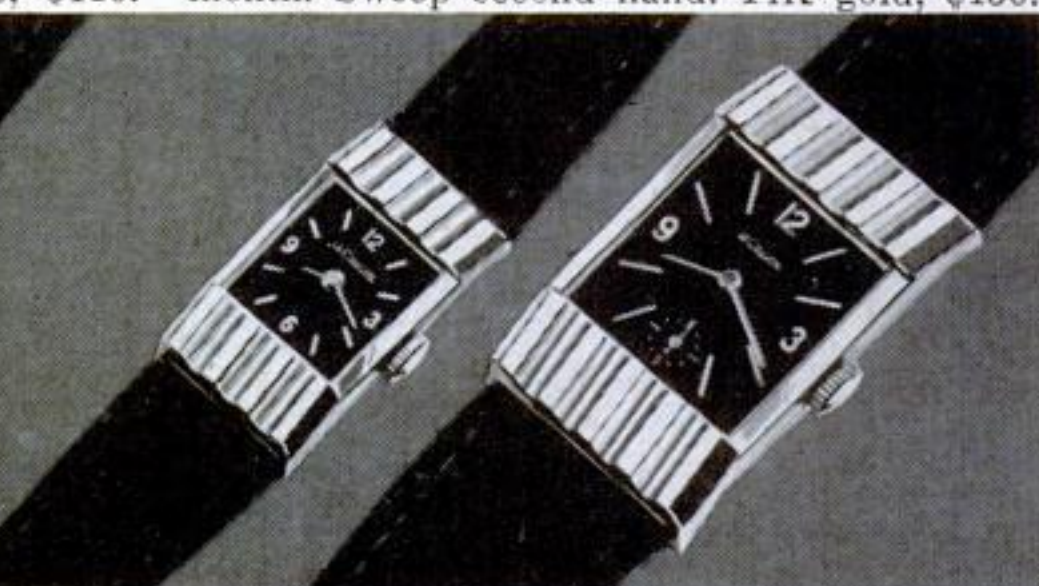
LE COULTRE GENERAL WAYNE—A useful servant — a handsome LeCoultre exclusive — tells seconds, minutes, hours, and the date-of-month. Sweep second hand. 14K gold, \$150.



LE COULTRE PROMENADE—Dramatic, exclusive style, obvious in these magnificent timepieces, is one reason why LeCoultre's matching watches are so popular with smart people the world over. Gold-filled. Each, \$71.50.



LE COULTRE ARISTOCRAT—This set in smart, wedge-shaped cases is typical of the inspired, imaginative designs ever to be found in LeCoultre's watches—that-match-in-the-highest-fashion. Gold-filled. Each, \$71.50.



LE COULTRE SULTANA AND SULTAN—Perfectly matched fine watches, unique in design for a noteworthy couple—hers a dainty and exceptional duplicate of the fine watch he will proudly wear. Gold-filled cases. Each, \$71.50.

WORLD'S MOST EXCEPTIONAL WATCHES

LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

All Prices Include Federal Tax



TWISTING TIGER'S TAIL, SAN ANTONIO ZOO CURATOR FRED STARK TRIES TO GET THE TRAVEL-WEARY LEE ROY ON HIS FEET FOR TRANSFER INTO NEW CAGE

TIGER FOR TRINITY

Texas university has more pep than new mascot

The arrival of a mascot for the Trinity University football team was an event of special importance on the campus at San Antonio last week. The university president, James Laurie, went to the airport to make a welcoming speech. The students painted and hung signs on the sides of their convertibles. The faculty committee on religious life called off a meeting so members could greet the newcomer. But the mascot, a 5-year-old Bengal tiger, did not exactly respond to Trinity's enthusiasm. He paid little attention to the president's speech thanking Lee Roy Pletz, a San Antonio builder, for donating the tiger to the school. He hardly blinked at the flashbulbs and did not even roar when his tail was twisted. Sent to the zoo, he will be called on to appear at rallies and football games where, it is hoped, he will pep up the Trinity Tigers' football team—and vice versa.



TIGER'S RECEPTION brought staff, boosters and students to the airport. He was named Lee Roy, after his donor, but students misspelled name on placard.

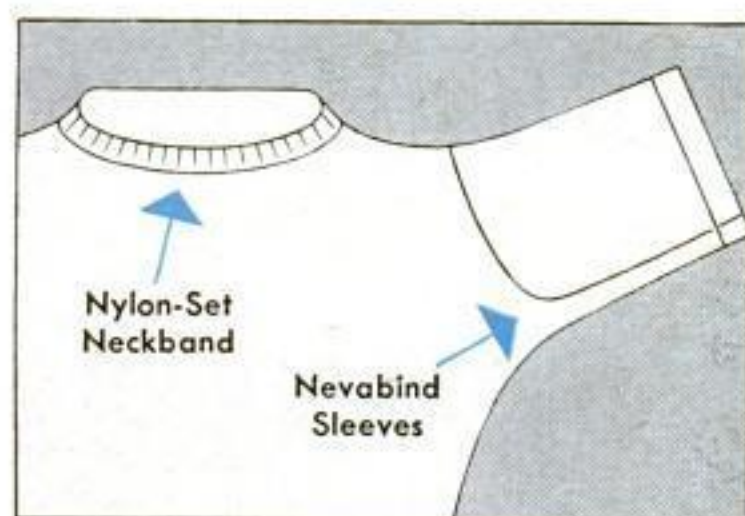
Say **Carter's** Trigs...
always fitting and proper



Carter's TRIGS with these exclusive comfort features
fit better, look better than any other underwear!



EXCLUSIVE NEVA-VEX® FRONT gives individual male fit. Trigs are the *only* shorts designed to adjust to your body. Never too snug, won't sag or ride up. Seamless seat, long-life elastic in waist and leg bands. *Briefs for Dads, \$1.10. For Lads, 89¢ — \$1.10. Midlengths for Dads, \$1.40. For Lads, \$1.15.*



EXCLUSIVE NEVABIND® SLEEVE on Trigs Super T-Shirt won't tug, or chafe. Nylon-Set Neckband won't sag. Right-length tails stay put, won't bunch at your belt. *For Dads \$1.50 — For Lads \$1.25. Also Trigs Athletic Shirts for Dads — \$1.00. For Lads, 69¢ — 95¢.*

Mother! Ask to see Carter's styles for Junior Boys, too — sizes 2 to 12

ALL TRIGS ARE **Carter-Set®** — WON'T SHRINK OUT OF FIT!
FINE COMBED COTTON KNITS NEED NO IRONING

Yes **Carter's** makes fine underwear for the whole family
The William Carter Company, Needham Heights 94, Mass.

Tiger CONTINUED



FOOTBALL PLAYERS interrupt their practice for first look at the new mascot in his new cage, the gift of a San Antonio manufacturer of prison cells.

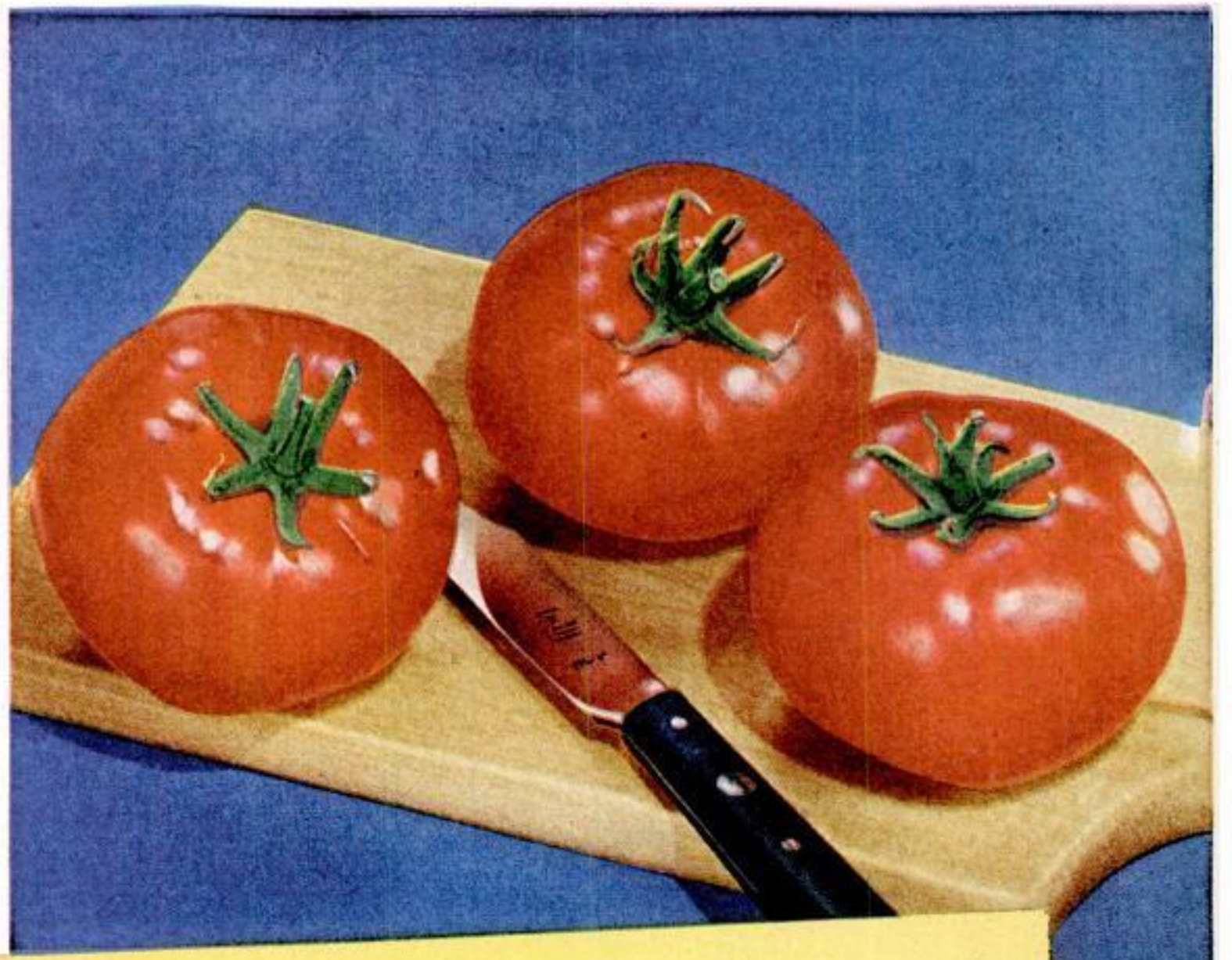
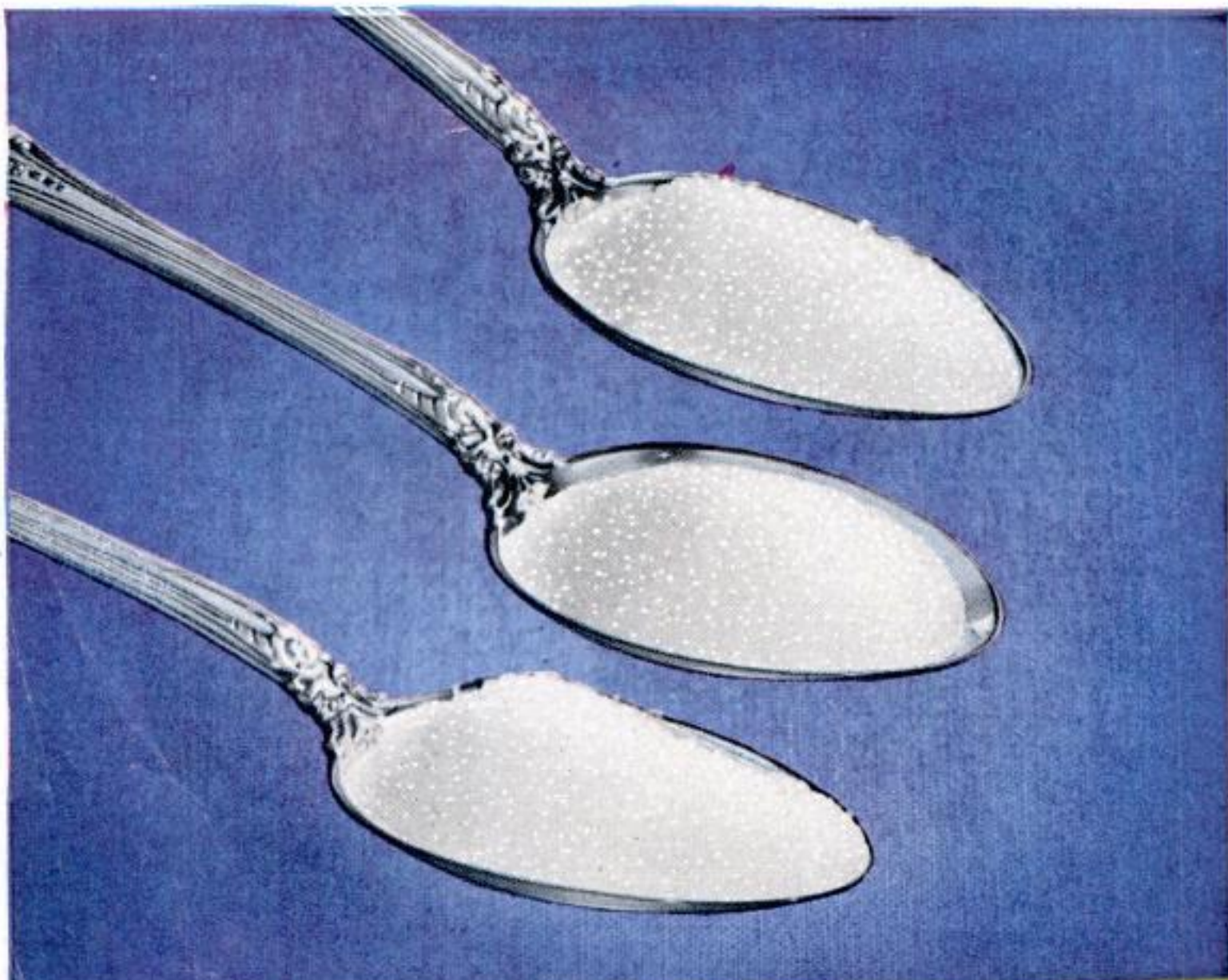


CHEER LEADERS, warming up for the season, call for "Fifteen for Lee Roy." Resting on forepaws, tiger maintained aloof air throughout the yelling.



AT NEW HOME, San Antonio Zoo, Lee Roy's cage is pushed into grounds. Later Lee Roy showed first enthusiasm when served 10 pounds of raw meat.

Which Is LESS FATTENING?



3 Teaspoons of *Domino* Sugar Contain
Fewer Calories than 3 Small Tomatoes!

And

3 teaspoons of **Domino Sugar** contain fewer calories than ½ medium grapefruit!

Yes, 3 teaspoons contain fewer calories than 1 medium apple!

"Counting calories" nowadays? You should know that generous amounts of Domino Granulated Sugar, used in your favorite foods and beverages, *contain fewer calories* than usual servings of many foods regularly included in reducing diets.

Nutritionists say that *no single* food is fattening unless you take in more calories than your body uses up. Tomatoes, grapefruit and apples are excellent foods . . . but, sugar, too, is nutritionally important in the well-balanced diet you need for good health.

So don't deny yourself the pleasurable *extra flavor* that Domino Sugar adds to your daily meals. And always insist on Domino Pure Cane Sugar because only *one* sugar is Domino pure!

Remember...
Only ONE Sugar is
Domino Pure!



Domino

GRANULATED—OLD FASHIONED BROWN—LIGHT BROWN—CONFECTIONERS—TABLETS

America's Largest Selling Sugars

HOW TO DECORATE YOUR BEDROOM

It's easy . . . it's thrifty . . . with Cannon towels, sheets,

Meet the new, low-cost way to beautiful bedroom-bathroom harmony with Cannon's "related color" plan!

Here's how it works. Simply pick a basic Cannon color. Pink, for instance. Right away you can be sure that you can get that pink in everything Cannon makes—towels, sheets, bedspreads and draperies. And you can be sure of something else—that there are Cannon colors especially designed to accent or harmonize beautifully with that basic color. You can choose from this happy color family as you wish, creating a color scheme with your own stamp of good taste.

There are no decorating limits to what you can do with Cannon products, either, for in color and design they all adapt beautifully to modern, traditional or combination décor. And by creating a flow of color from bedroom through bathroom, you can actually make your home look more spacious! Sound good? Then hurry to your favorite



CANNON'S "PINK" SCHEME fits beautifully with both modern and period rooms. With just the Cannon towels, sheets, bedspreads and draperies you see above, you can reproduce exactly the color scheme in any of the rooms on these pages.



EVERYTHING'S ROSY in this modern setting with Victorian touches. Cannon Combspun Percale sheets (about \$4, double bed size) in pink are in charming contrast to the rose Cannon "Ballet" bedspread (about \$9.95) and matching draperies (about \$9.95).

AND BATH LIKE THIS FOR LESS THAN \$50

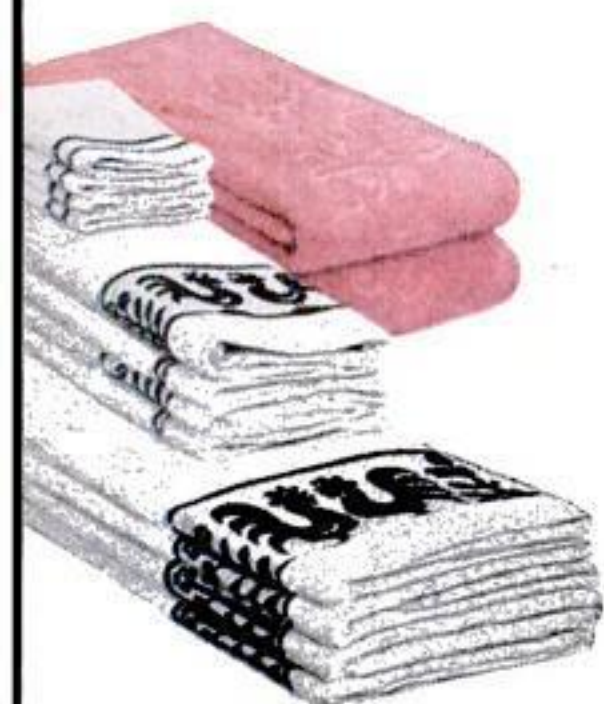
bedspreads and draperies in Related Colors!

store. In, say, a half-hour's shopping time, you can select everything you need to be your own decorator! Cannon's careful color co-ordination has made selection easy—Cannon values keep the price within your budget.

You can get deep-looped, sable-soft Cannon towels in smart solid colors, unusual florals, luxurious textured effects or gay new stripes. You can get sumptuous Cannon Combspun Percale sheets in white, or seven lovely pastels, both regular and fitted, and guaranteed color fast wash after wash. And Cannon Percales are available with plain or scalloped hems. You can get exciting new Cannon bedspreads with matching draperies, many glinting with the new metallic threads. In fact, you can get everything you want in the color scheme that does the most for your home—and you—for whatever you wish to spend. Start a color plan now for your bedroom and bath.



PINK GOES PROVINCIAL with rose Cannon Combspun Percale sheets (double bed size, about \$4), an exciting accent in Cannon's new "Chanticleer" bedspread (about \$15.95). Bathroom color scheme (right) follows through with "Chanticleer" towel (bath size, about \$3.50), and "Cavalier" (bath size, about \$2).



FLOWER-FRESH AND LOVELY—harmonizing bathroom with Cannon "Carnation" and "Empress" towels (bath size, about \$2) in shades of pink, with blue accent in Cannon finger-tip towels (about 35c)!



Cannon Mills, Inc., 70 Worth Street, New York City 13



GREAT BRAIN GUIDES CARRIER'S BATTLES

Complicated combat information center looks, listens—knows nearly everything

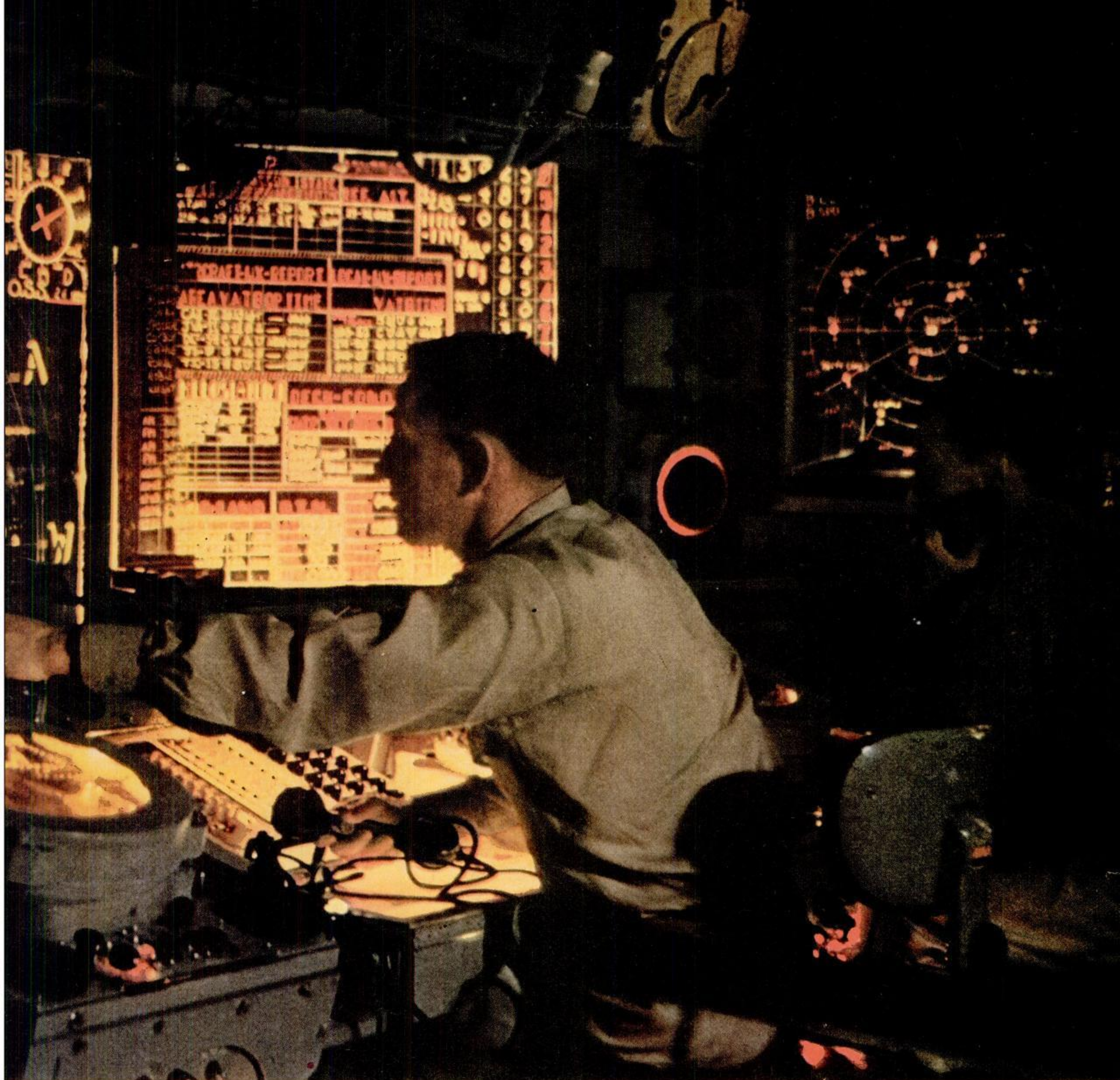
PHOTOGRAPHED FOR LIFE BY BARRETT GALLAGHER

The eerily lighted cavern above, photographed on the U.S.S. *Lake Champlain* (right) in Korean waters, is a fantastic brain which guides the fighting of a modern aircraft carrier. Called the Combat Information Center, it is the most complicated fixture aboard a craft spectacularly complicated anyway, a restless airfield of 899 feet and 33,100 tons with a crew of 3,366 who must launch 600-mph planes and defend the ship against enemy planes of like speed. CIC collects for split-second action all information on the ship's combat readiness. It is manned by a CIC officer (seated, foreground), his assistant (far right) and chief radarman (beneath

clock), by plotters behind a six-foot Plexiglas plot board, whose qualifications include writing backwards in grease pencil, by radarmen and others not in the picture. The CIC brain never stops thinking, watching always for the moment, when, for example, the radar repeater at the CIC officer's left announces a flight of jets 50 miles off—five minutes and they will be at bomb release point over the carrier. With plotters scribbling their course and speed, the CIC officer determines whether they are friendly or hostile. If they are friendly he brings them into visual landing range; if hostile, he alerts ship's guns and planes to meet the attack.

TURNING INTO WIND, "LAKE CHAMPLAIN" GETS READY TO LAUNCH PLANE →

Copyrighted material



IN THE GREAT BRAIN the CIC officer has before him (from left) a radio direction finder (round green object) for bringing in friendly aircraft; radar repeater (large circle in center) which gives information transmitted from radar rooms on area surrounding ship; button panels for tuning in radio and intercom circuits—to hear ships talking to each other, and conversations on *Champlain*; another radar repeater (right) for assistant. Above CIC officer are radio amplifiers and intercom selector switch (top, right). On wall are (left to right) a status board showing plane assignments; summary plot board for charting all planes in radar range; board showing plane code names, wind, weather; indicators for ship's course and speed; and (far right) board showing the disposition of fleet.

CONTINUED ON NEXT PAGE



ROUND TRIP is completed by Radarman Alfred Peloquin, bos'n-chaired to carrier by destroyer which plucked him and two fellow airmen out of sea when their plane crashed.

FLIGHT DECK CONTROL connects with flight deck by talkers (*left*), who keep models in same position as planes. Chief petty officer in green is checking on his squadron.



Carrier CONTINUED



IN RED SWEATERS marking their jobs, members of gas crew fuel Banshee jet's wingtip tank which holds 150 gallons of high octane.

DANGER IS ALWAYS PRESENT AND SOMETIMES SO IS FUN

Multiplying the perils of war are the perils of daily operations which exist peculiarly for the men on a carrier. Item: at 3 a.m. on June 25 three men in a night bomber were catapulted off the *Lake Champlain's* flight deck, but barely. The catapult misfiring, they plunged dead ahead of the carrier into the black drink, where 33,100 tons traveling at 25 knots bore down on them. Flailing furiously, the men got out of the way, fired flares, blew whistles, were picked up by a destroyer, packaged back to the *Champlain* in bos'n's chairs by the destroyer, which stood by long enough to collect the carrier's reward of 18 gallons of ice cream.

The flight deck particularly is a roadway of danger. Jet planes demanding constant gassing and degassing bristle with fire hazard. A jet hurtling in to land at 125 mph may suddenly miss the arresting gear and turn as wild and murderous as a runaway bomb. Flight deck control (*below, left*) is one of numerous safety controls devised to help reduce the hazards of this mobile landing field. But carrier life also has other moments, such as the induction of new chief petty officers whose rites (*opposite*) may include dumping all their food—soup, meat, mashed potatoes, pickles, orange drink, ice cream—into a trough for swilling.



IN GREEN SWEATER for plane handlers new Chief Petty Officer Robert Coffelt operates the control panel catapulting jet (*background*).

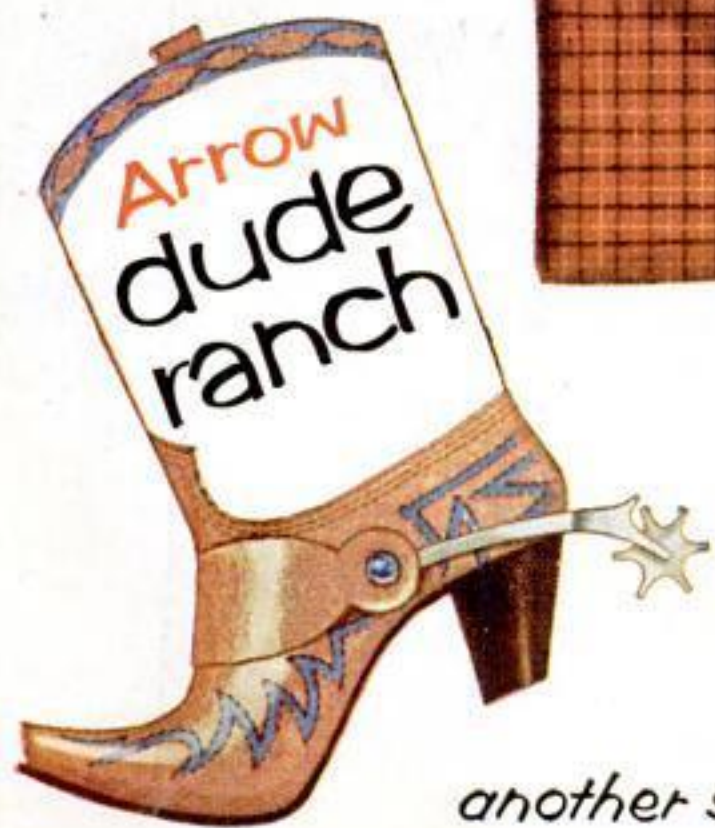
INDUCTION RITES for new chief petty officers, which feature eating their food from trough, brings uncertain smile to Coffelt's face. ➔



 "Who's that fellow
in the handsome shirt?
IT'S YOU!"

As you may know, there are gingham and GINGHAMS. But we'll enter Arrow Dude Ranch gingham in *any* roundup—with confidence!

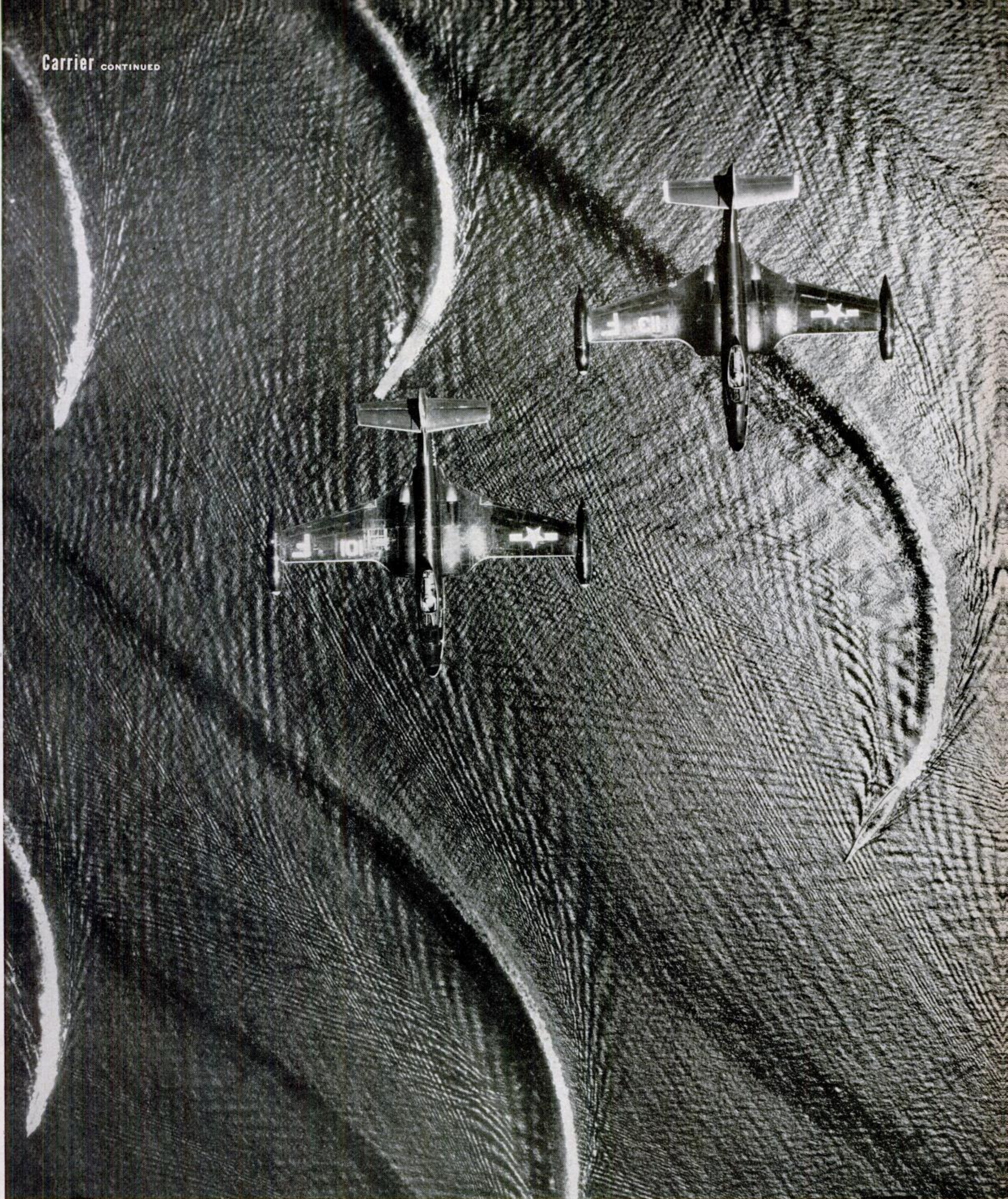
These sports shirts are made of fine combed cotton—color fast and "Sanforized" (not over 1% fabric shrinkage). Every shirt expertly tailored for comfort—with the smarter-looking ARAFOLD collar. Long sleeves, \$5.95; short sleeves, \$5.00.



another smartly styled
ARROW SPORTS SHIRT

» Cluett, Peabody & Co., Inc. «





HER ESCORTS GUARD CARRIER ON STRIKE

Vulnerable to attack from above, on and beneath the sea, a carrier moves into battle only with her escort of ships. The ships shown above, part of a task force, are engaged in a strike on Korea. Having headed into the wind while *Champlain* launched planes, including

the two Banshees, the unit resumes course. Maneuvering precisely, *Champlain* (center), battleship *New Jersey* (lower right) and destroyers *Tucker*, *Blue* and *Mason* execute a tight turn of 1,500 yards radius, leaving scimitars of white water frothing in their wakes.

THOSE WHO KNOW PICTURES BEST CHOOSE MAGNAVOX TV



Hal Wallis, famous motion picture producer—a Magnavox TV owner—says, "The warm color-tone of the Chromatic Filter in my Magnavox provides the finest TV picture I have ever seen."

Hal Wallis



Shirley Booth, Burt Lancaster and Hal Wallis look at film from Paramount motion picture, "Come Back Little Sheba"

Magnavox chromatic television

brings you thrilling realism

The Magnavox Chromatic Filter, an innovation in television, provides a warm color-tone which brings you beautiful pictures and a striking illusion of dimension.

Contrasted with the cold harshness of conventional television, this achievement adds immeasurably to your TV enjoyment. In addition, the sense of realism given by Magnavox high-fidelity sound creates a feeling of intimacy with the performers that you never before have enjoyed in television.

While Magnavox is recognized as the finest TV, it actually costs less than other well-known brands. Direct-to-dealer selling saves you money. Your classified telephone book lists your nearest dealer. Go to his store at once for a thrilling demonstration of Magnavox Chromatic Television.

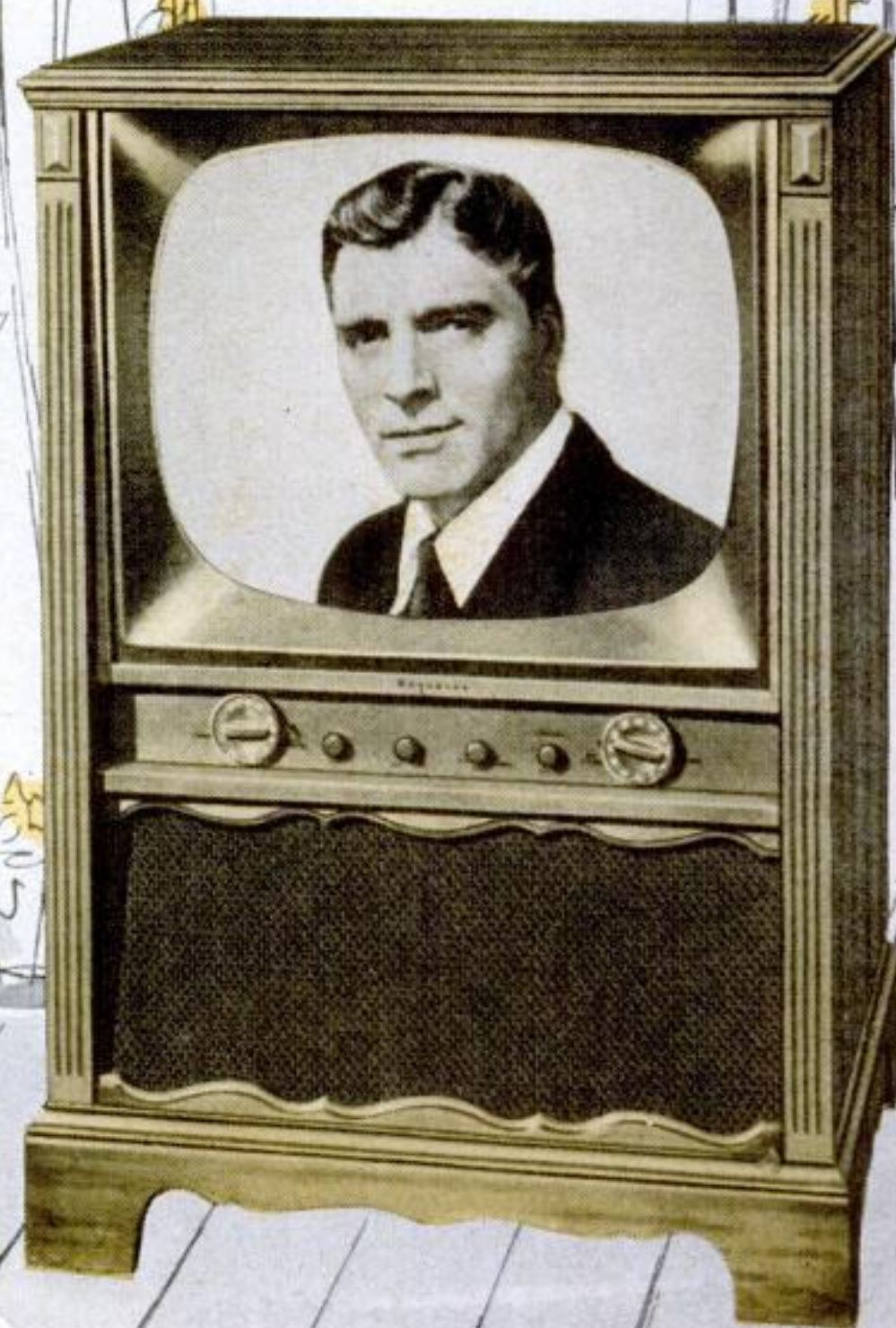


magnificent **Magnavox** *television*

EXCLUSIVE MAGNASCOPE BIG-PICTURE SYSTEM GIVES YOU:

1. Super Power to capture all the clarity and dimension of picture the TV camera is capable of transmitting! **2. Chromatic Optical Filter** to soften glaring electron beams and bring you pleasingly clear pictures without eye-strain. **3. Reflection Barrier** to deflect annoying glare and distracting reflections. **PLUS Magnavox High-Fidelity Sound** to supplement picture realism with a sound system of full dimensional qualities.

The Magnavox Company, Fort Wayne 4, Indiana



THE PROVINCIAL 24—Latest achievement in Big-Picture TV. New 24-inch screen with Chromatic Filter in a graceful fine-furniture cabinet of antiqued fruitwood. Two Magnavox speakers cover complete high-fidelity range. All-channel UHF-VHF continuous tuner built in.

MIXED PATTERNS of herring-bone pants (\$25) and polka dot silk shirt (\$30, Sportsmaker) are characteristic Brigance combination. So are the gathers which flatter hips.

A BONUS FOR BRIGANCE

PRIZE WINNER at work, Designer Brigance (*left*) checks in at the cutting room to consult with his assistant, Martin Rindsberg, on the best way to lay out pattern on plaid.

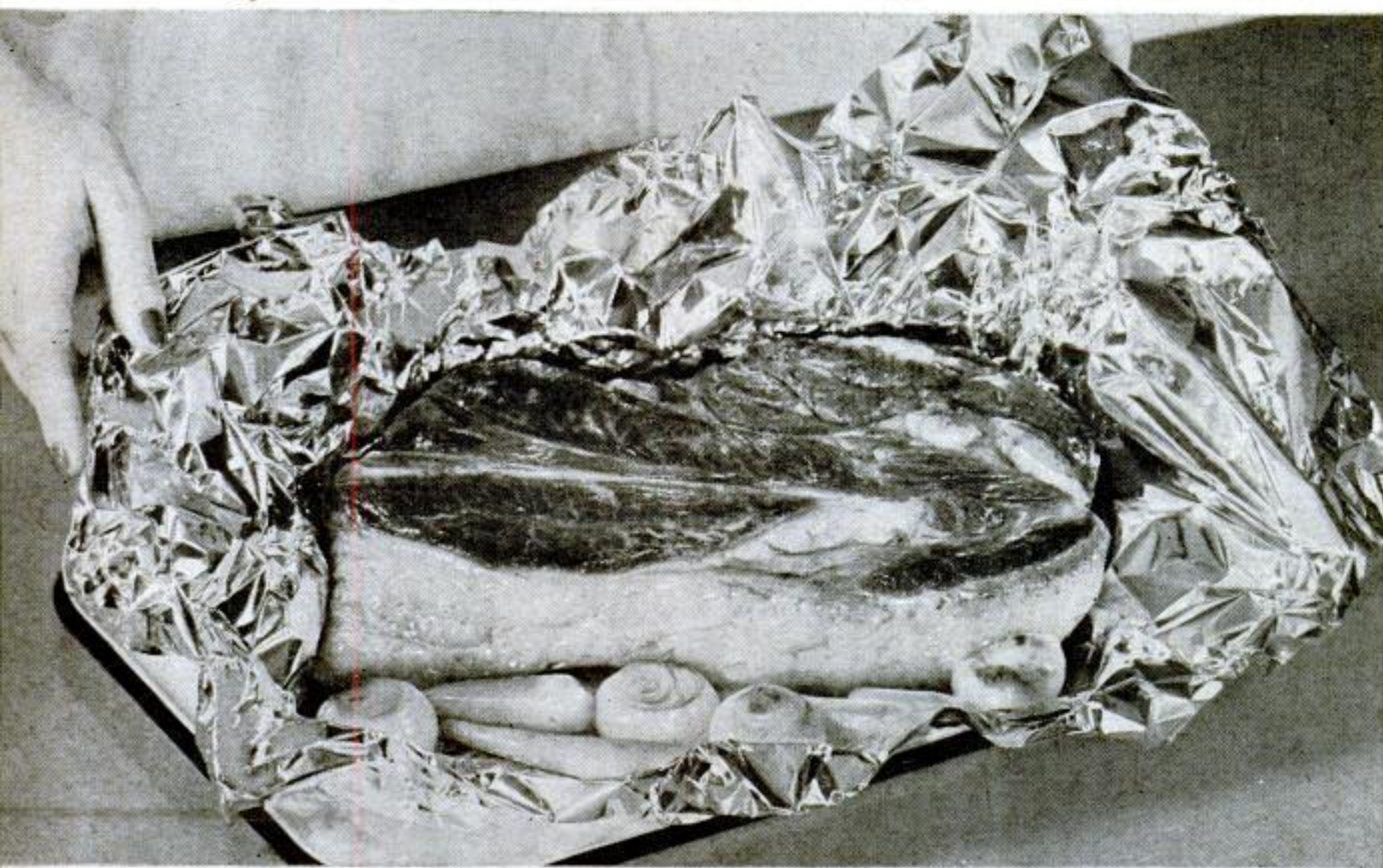


Fashion's 'Winnie' award goes to an all-round designer

As avidly as Hollywood awaits its "Oscars," the U.S. fashion industry looks forward each fall to the presentation of the Coty American Fashion Critics' Award, a bronze statuette called "Winnie." On Oct. 7 this year's Winnie will go to Tom Brigance, a boyish-looking designer from Texas who has had a long and strong influence on American sportswear. His strategic placing of pleats and darts has made him famous for clothes which can camouflage faults of the wearer's figure. Popular first for bathing suits and playclothes, Brigance branched out after leaving the Army in 1945, became an all-round designer who does suits, coats and at-home clothes which can be worn anywhere short of a ball (*p. 78*). He designs more than 50% of his fabrics, scrambles textures, often turns up unorthodox uses for familiar materials, as in the bathing suit on page 81.



X marks the Pot!



Make this X-tra luscious Pot Roast without a pot—it's self-tending and more tender in

Here's juicier, more mouth-watering Pot Roast than *any you ever ate*—no pot, no watching, no burning, no liquid to add. Just season 3½ to 4 lb. pot roast as usual. Place on a large sheet of REYNOLDS WRAP in a shallow pan. Fold foil edges up pan-style and brown under broiler, turning on all sides—adding whole carrots, onions, etc., to brown too. Take out of broiler, bring foil up over meat and vegetables and double-fold edges to make an airtight package. Now, bake in a slow oven (300°) 2½ to 3 hours. You'll have lots of rich gravy—thicken if desired—and no pot to scour!

REYNOLDS WRAP

The Pure Aluminum Foil!



Reynolds Metals Company, Louisville 1, Ky.

See "Mr. Peepers", starring Wally Cox, Sunday, NBC-TV network

LOOK FOR THIS SEAL! On any product it means the manufacturer is using the finest packaging known.



BRIGANCE CONTINUED

TOP-HEAVY SUIT has a tweed jacket with velvet collar, slim wool skirt (F. Gallant, about \$125).

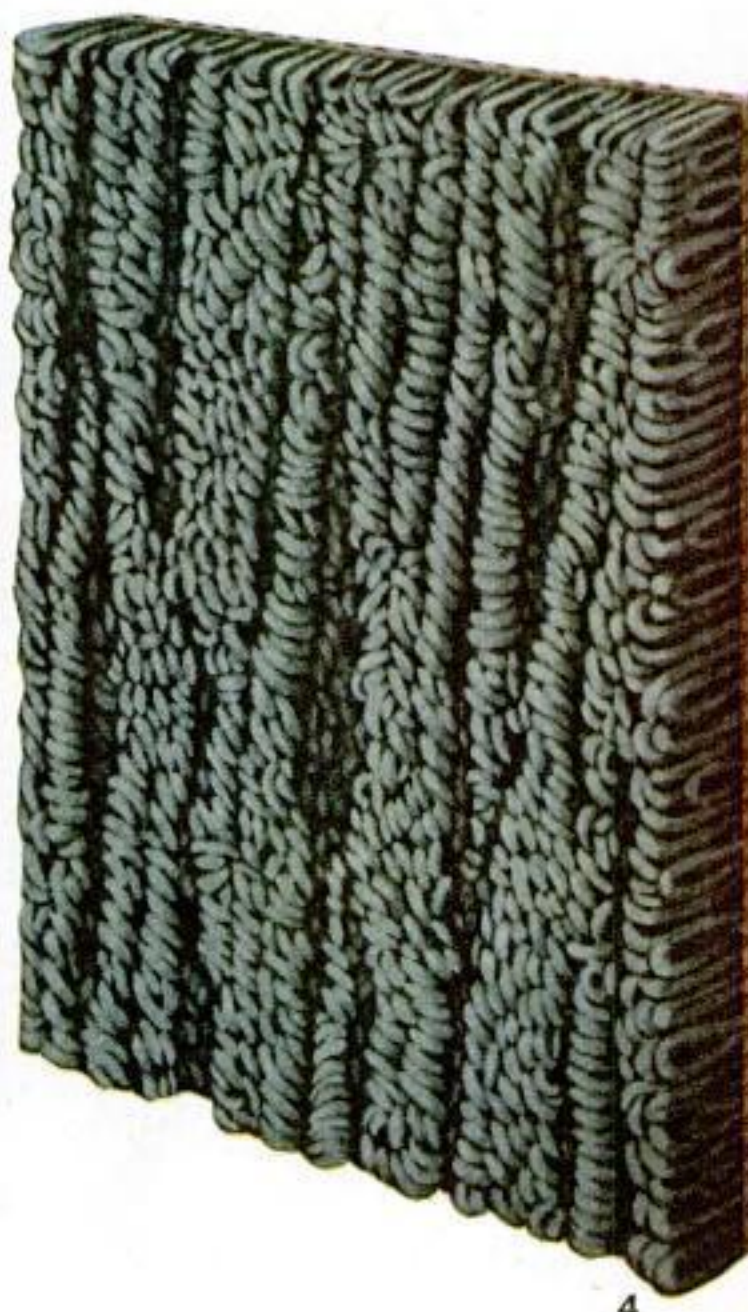


THEATER COAT with outsize collar and cuffs is made of a sleek, fleecy woolen (F. Gallant, \$175).

DINNER DRESS has a bare top of wool jersey (\$12), heavy raised-silk skirt (Sportsmaker \$60).



CONTINUED ON PAGE 81



Cordalon

*broadloom
by Bigelow
has
more
colors
than a*

painter!



Cordalon comes in so many exquisite colors . . . it's easy to find the "just perfect" shade for every room in your modern or traditional home.

But color isn't the only reason why more homemakers choose Cordalon than any other broadloom.

Cordalon, woven of wool and special carpet-rayon yarns, is first to bring you the sturdy ruggedness of loop-pile yarn in a textured pattern.

What's more, Cordalon is a Lokweave. That means *every tuft is locked into the back of the carpet*. It can be pieced, patched, re-cut, and re-laid without binding or stitching seams.

For the name of your Bigelow retailer call Western Union by number and ask for Operator 25.

Get your free copy of *Carpets — Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, N.Y.



See Cordalon at your Bigelow retailer's! Discover how little it costs to carpet a room or your entire home. Budget terms available.

- 1 Avocado Green—Perfect with blonde or dark woods.
- 2 Forest Green—Lovely with flowered chintz.
- 3 Doeskin Beige—A luscious light color, yet wonderfully resistant to soil.
- 4 Suburban Green—A smart neutral tone.
- 5 Red—Delightfully daring. Wonderful for the room that needs warmth and color.
- 6 Cinnamon—New and very high style.

Bigelow Rugs and Carpets

*Beauty you can see . . .
quality you can trust . . . since 1825*

"Two fine cars for the price of one"



Two fine cars

for the price of one!

"Our family really needs two cars"



"Then what are we waiting for"

That's really true. For what you'd pay for any *one* of a number of America's fine cars you can own *two* brand-new Fords and enjoy all the conveniences that go with two-car ownership.

In fact, 400,000 families now *own* two Fords, and are enjoying their conveniences every day. So can *you*.

And, remember, Ford is a truly fine car. For example, you can have a Ford Sedan with a fine-car V-8 engine for *less than half* the price of three other makes of V-8 powered sedans. For *even less*, you can have the famous Ford Six!

Ford rides as smoothly as any heavy-weight car . . . *without* a heavyweight's hefty gas-appetite. And Ford's *built* like the best . . . with steel body-panels, for example, of the same thickness and qual-

ity as the most expensive cars. Then too, you can have your Ford equipped with Master-Guide, the last word in power steering, or Fordomatic, the most versatile of all automatic drives.

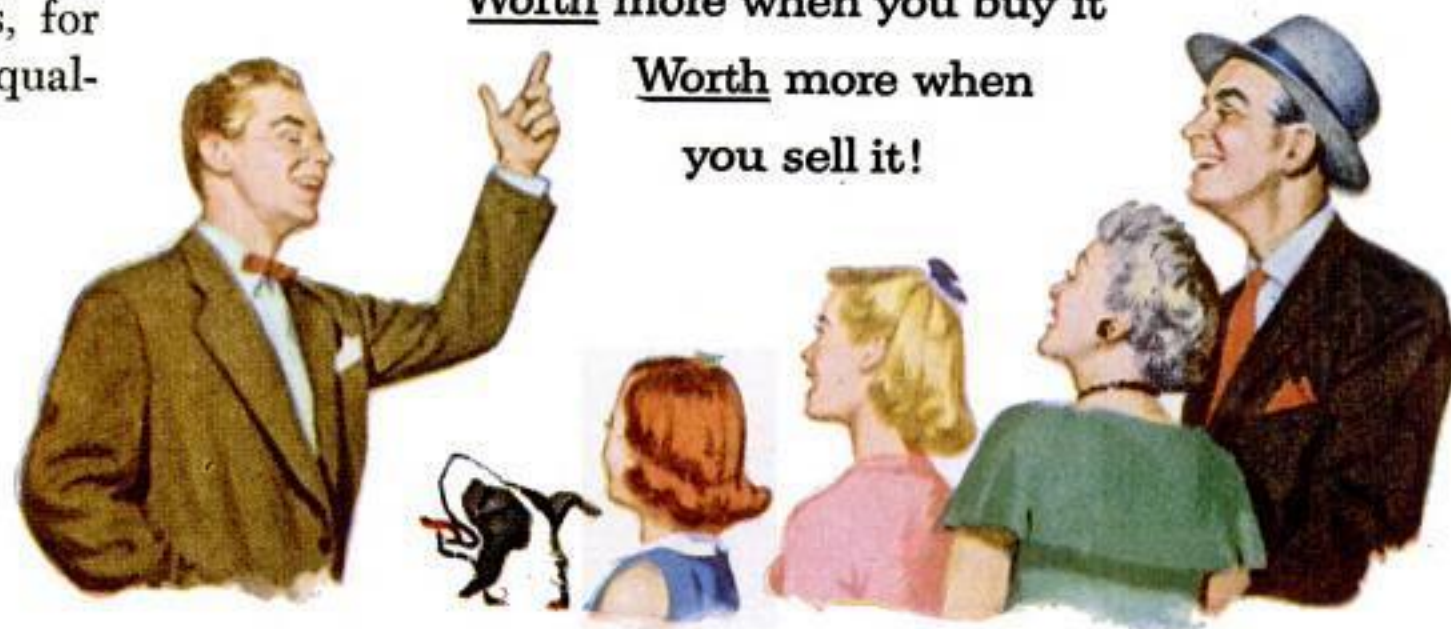
So, see your Ford Dealer soon and find out how much your present car will bring toward two new Fords.

Then it won't be long before you'll be free to use one for driving to work or to the golf course while the other remains at home for the dozen daily needs of running a household.

FORD

Worth more when you buy it

Worth more when you sell it!





FLANNEL FOR SWIMMING is Brigance innovation due in November. Halter-top suit made of specially treated fabric has a tricky cut which makes it fit at waist without a seam.

speeds up
dishwashing

Here's why...

- O-CEL-O floats...unlike rags, O-CEL-O's always at your fingertips.
- O-CEL-O's exclusive "Water-Breathing Action" stretches soaps and detergents.
- **Handy** size O-CEL-O is designed to fit your hand.
- Great absorbency of O-CEL-O ends sloshy dishwashing.
- O-CEL-O's unique texture gently scrubs as you wash.

It's

O-CELO

of course

Many convenient sizes from 19¢ — Many beautiful colors

AT STORES EVERYWHERE

• **Medium** size O-CEL-O just right for kitchen care...picking up spills.

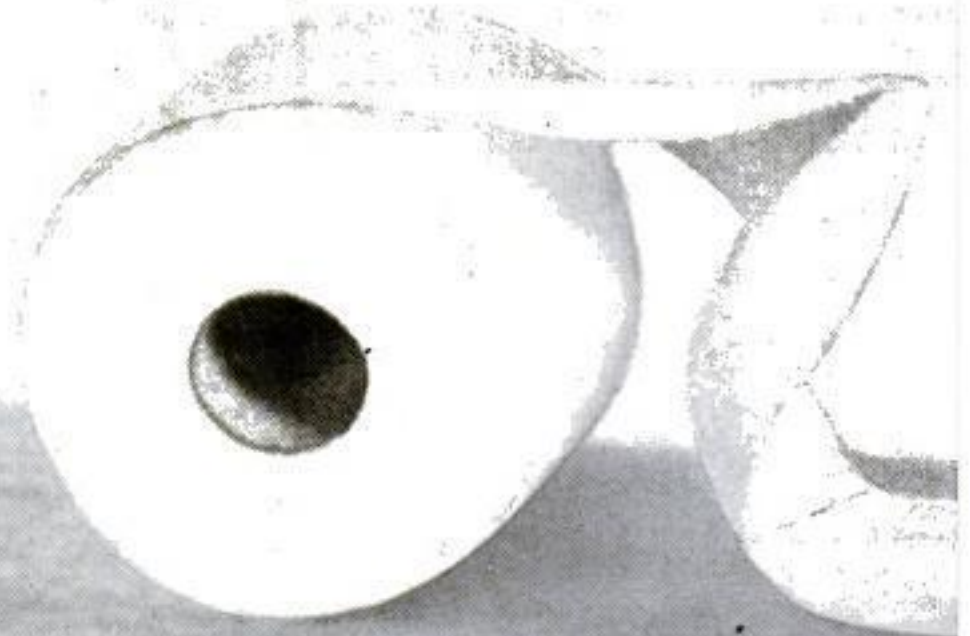
• **Large** size O-CEL-O perfect for bath or shower. Scrubs...never scratches.

• **Giant** size O-CEL-O for big cleaning jobs. Faster...easier than rags.

O-CEL-O® "Water-Breathing Action"®

8-367

Softer



You are his world—he depends on you to guard his thinner baby skin from harm

Still *Softer* for his thinner baby skin

A revolutionary new "water weaving" process makes the new ScotTissue even gentler and safer for baby. Yet it has greater body to prevent tearing or shredding



Just the touch of your new baby's skin tells you how tender and sensitive it is. That's why a truly soft bathroom tissue is so important to his comfort. You can depend on the new ScotTissue in caring for your baby's bathroom needs. It is gentler than ever, yet it has greater body for quick, immaculate cleansing.

The new ScotTissue is whiter, too. You can see the difference.

These great new improvements in your favorite bathroom tissue come to you at no increase in price. 1,000 sheets to a roll, the new ScotTissue is your very best choice, not only for baby, but for every member of your family.

Get several rolls next time you are marketing. Another great Scott value.

Everything that touches his tender skin must be gentle. The new ScotTissue is ideally suited to all baby's bathroom needs. Quickly absorbent for neat, thorough cleansing... with greater body to resist tearing or shredding when wet

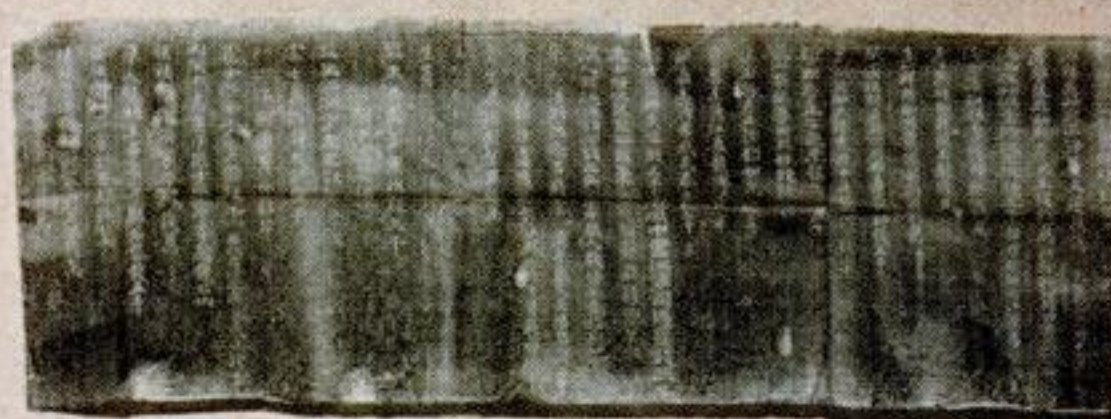
You get 1,000 sheets. This is over $\frac{1}{2}$ more than the 650 sheets you get from most other brands. 2 rolls of the new ScotTissue give you more sheets than 3 rolls of most other brands



You use only the blandest soap for baby's bath. Be sure, too, that you provide him with a truly soft, safe bathroom tissue. You can trust the new ScotTissue to give your baby's skin even gentler, kinder care than ever before

1,000 Sheets to a Roll

"ScotTissue," Reg. U. S. Pat. Off.



PAINTER-PHILOSOPHER Mark Tobey sits meditatively beneath his art (*left*) and panels of Chinese writing which influenced it.

Mystic Painters

of the Northwest

THEY TRANSLATE REALITY INTO SYMBOLIC AND DISTINCTIVE ART

For more than a decade a remarkable art of shimmering lines and symbolic forms has been coming out of the northwest corner of the U.S., stirring up storms of irritation and enthusiasm in the galleries of New York, London and the Continent. Produced by a variety of artists living around Seattle, the paintings range in style from realistic to nonobjective. Yet they have one characteristic in common: they embody a mystical feeling toward life and the universe. This mystical approach stems partly from the artists' awareness of the overwhelming forces of nature which surround them, partly from the influence of the Orient whose cultures have seeped into the communities that line the U.S. Pacific Coast. The painters of Seattle have merged these influences, creating an art that without being a limited "regional art" is distinctive of the Northwest.

Pioneer and dean of Seattle artists is 62-year-old Mark Tobey (*above*), a native of Wisconsin who got his start as an illustrator

for mail-order catalogs. For a while Tobey lived in New York, earning a comfortable living sketching society portraits. Then abruptly in 1922 he struck out for the West, wound up in Seattle where he settled down to paint and teach. But before long he was on the move again, first to England, then Persia and the Near East, finally China. There, while studying the subtle linear art and refined calligraphy of the Chinese, he began to visualize nature in a new way. "When I looked at a tree, it became a flame of rhythmic lines bursting out of the ground." Back in Seattle, Tobey developed his now-famous "white-writing" paintings, city impressions (*opposite page*), visions of nature and symbolic images (*above*), conceived in the soft, grayish tones of the Seattle landscape and conveyed by vibrating networks of lines "to express the rhythm of life." These paintings had a decisive effect on Seattle's leading younger artists (*pp. 86-89*) who, inspired by Tobey, have moved off into their own mystical realms.



SEATTLE ART MUSEUM

ELECTRIC NIGHT is Tobey's conception of Seattle in wartime when mobbed streets and cluttered signs seemed to create frenzied network of lines and lights.

CONTINUED ON NEXT PAGE



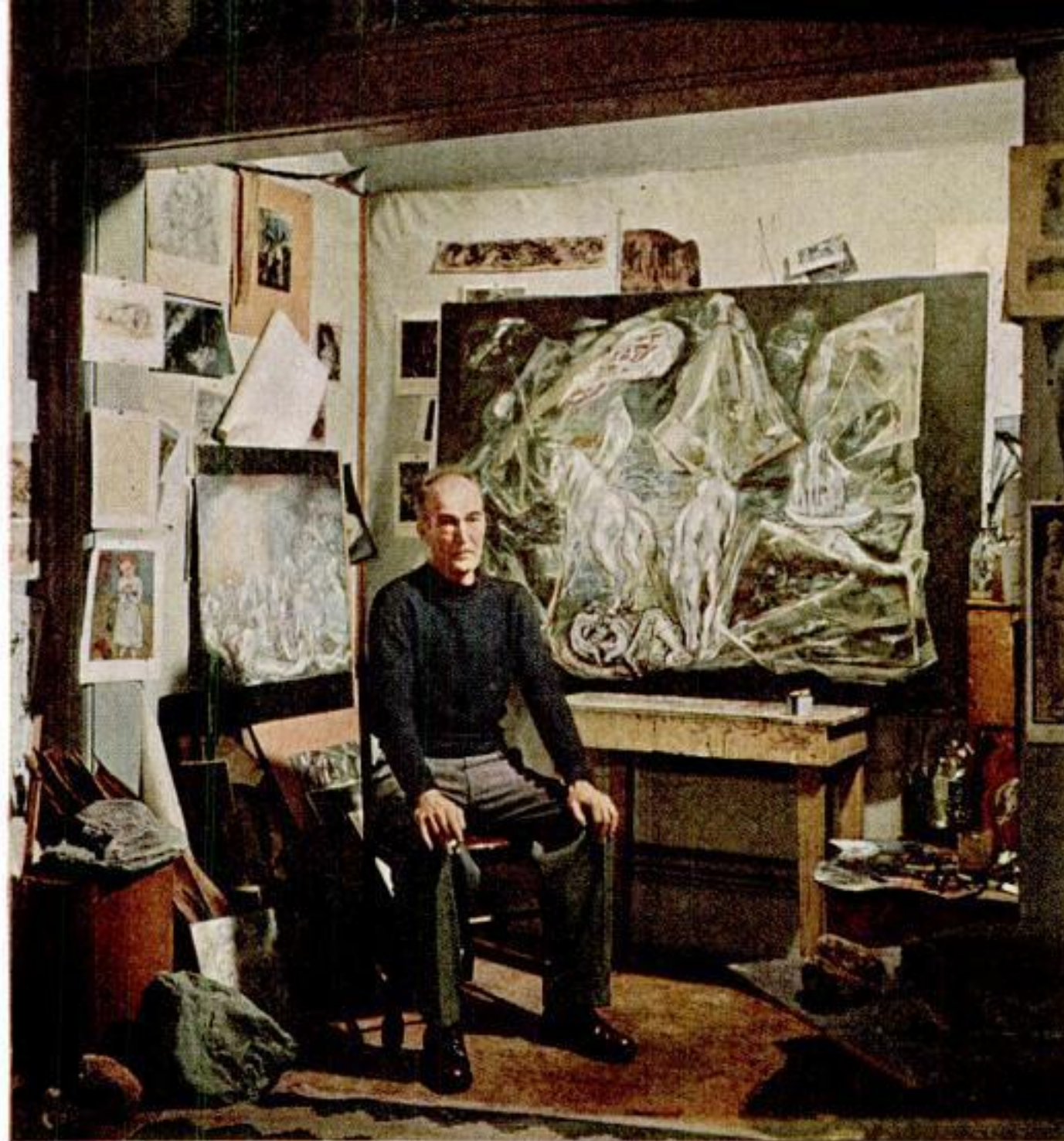
THE SEARCH portrays Callahan's favorite theme of man's quest for freedom, symbolized by rider who has escaped from stony molds confining his fellow men.

MAYNARD WALKER GALLERY

KENNETH CALLAHAN

He searches for his art symbols in stones

For most of his 46 years Kenneth Callahan (*right, in his studio*) has lived within sight of the Cascade mountains near Seattle, and their craggy contours and somber tones have dominated his art. As a student he traveled to Europe, later worked on a boat plying between San Francisco and Hawaii, but in between he always returned to Seattle. It was not, however, until he became a fire lookout during the war, stationed in a fog-shrouded post on a mountaintop, that he began to sense the symbolic aspects of the natural forces that surrounded him. The turbulent clouds suggested the unending struggle of humanity, while the rocky slabs below symbolized the social bonds and customs imprisoning men. These themes Callahan has since incorporated into all his work (*opposite page*). Seeking material for his stark landscapes, he roams the mountains with his 16-year-old son, making sketches of their jagged profiles and collecting rocks, which he lugs home to his studio for closer study. This fall, after 16 years as curator of paintings at the Seattle Art Museum, Callahan is retiring to devote his full time to his symbolic rock-bound art.



DEPOSITION OF THE MINER is Anderson's reworking in modern terms of traditional theme of Christ's descent from the Cross.

VIRGINIA STODDARD COLLECTION



GUY ANDERSON

He derives human images from driftwood

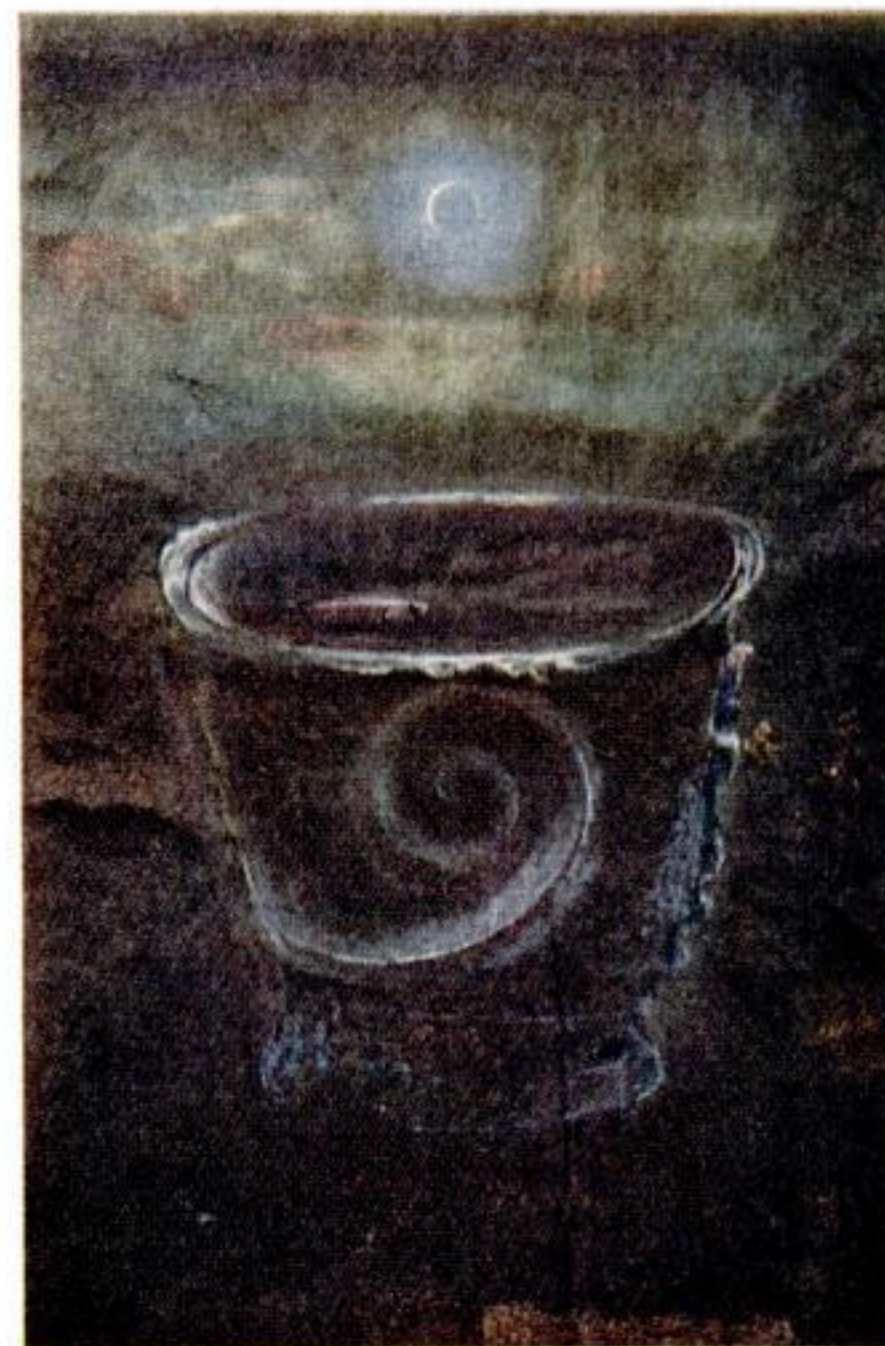
Guy Anderson's introduction to art came at the age of 6 when his schoolteacher in Edmonds, a suburb of Seattle, showed him some Japanese prints. This first encounter with Asian art was followed up by continuous visits to Seattle's Chinatown and art museum, whose Oriental and classical collections had a decisive influence on the young student. In the 1930s Anderson found a new source of inspiration in the driftwood he came upon in his hikes along the Washington beaches. Carrying the knotted, undulating forms home, he mounted them as ornaments for his walls and shelves. Before long friends and outsiders asked to buy his nature sculpture and Anderson launched into a busy though temporary trade of mounting and selling driftwood. When he returned to painting, the gray, weathered tones and flowing, twisted lines of the driftwood appeared everywhere in his work, even in human scenes like the mine tragedy at the left. Today Anderson, a bachelor of 46, still fills his studio with stones, boughs and flowers which serve to suggest colors and imageries for his paintings.

CONTINUED ON NEXT PAGE



PREENING SPARROW portrays innocent bird perched on eaglelike monster about to devour it.

COLLINS-MOFFATT COLLECTION



CHARLES LAUGHTON COLLECTION

HAN BRONZE is Graves's vision of a 2,000-year-old Chinese urn, glowing with an unworldly light.

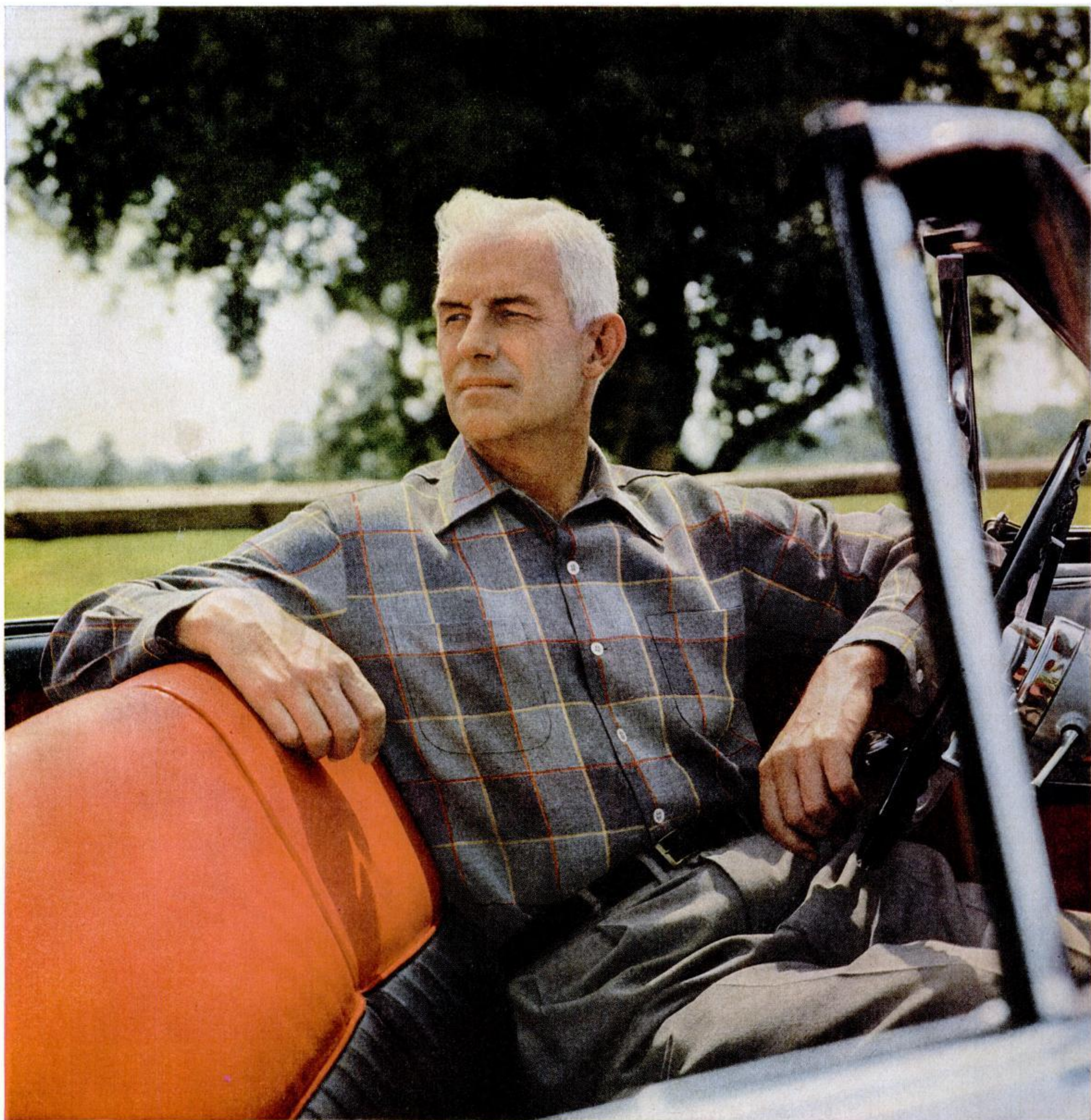
MORRIS GRAVES

He creates images of inner eye

Best known and least seen of all the Seattle painters is Morris Graves, a 43-year-old bearded recluse who lives alone in a cinder-block house in the wooded outskirts of the city. He has been in the forefront of Northwest art ever since 1933 when, at the age of 23, he won a top prize at the Seattle Art Museum. Several years later he was introduced to New York in an exhibition at the Museum of Modern Art during which 45 of his paintings were sold. Such successes, which have continued ever since, have been financially gratifying but otherwise annoying to Graves, who worships privacy and once quashed an interview with the comment, "Vision grows on the meadows of obscurity."

Graves's vision, which is often obscure, has sprung like Mark Tobey's from the Orient. As a young man, he made three visits to China where he studied its art and its preoccupation with the inner, mystical meanings of the world. Back home in the Northwest woods, he began to re-create the images of nature which surrounded him—birds, fish, snakes, trees—cast in the luminous lines and colors of Oriental art to suggest the shimmering mystery of their spiritual life. These paintings, along with another series he has done on ancient Chinese ceremonial vessels, are what Graves calls "visions of the inner eye." When he is not creating them, he devotes himself to his forest hideaway, potting gnarled, dwarfed trees, pushing huge rocks into strange formations, tending his flock of exotic fowl or merely sitting, contemplating new visions of the inner eye.





Go ahead, wash this luxury sport shirt; it's color-locked Chromspun

At last a luxury sport shirt that withstands the hazards you worry about when you buy anything so colorful—hot sun,* perspiration and laundering (by hand or washing machine). For all the color in this handsome plaid shirt is Chromspun, Eastman color-locked acetate fiber.

Here, Chromspun is combined with acrylic fiber in a luxury shirt that is also a practical investment. For as handsome as it is; this classic plaid will give yeoman's service. It washes easily,

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

dries quickly, resists wrinkling, can be pressed with the touch of an iron. You'll find these shirts in top haberdashery stores for about \$10.

Look for Chromspun in ties, robes, and pajamas as well as in women's fashions and home furnishings. Chromspun is the Eastman trademark for color-locked acetate. Use it as your guide to enduring colors. For the store nearest you featuring the shirt above, write directly to TENNESSEE EASTMAN, 260 MADISON AVE., NEW YORK 16, N. Y.

CHROMSPUN

is the color-locked

Eastman

ACETATE FIBER

TENNESSEE EASTMAN COMPANY
division of
EASTMAN KODAK COMPANY

COURTESY: THE NEW-YORK HISTORICAL SOCIETY



POETESS Anna Seward was stout but handsome intellectual who carried on a platonic affair with teenage André, seven years her junior.



YOUTHFUL ANDRÉ was portrayed in an 18th Century engraving as handsome army officer in effete, poetic pose.



PROTEGEE Honora Sneyd, 17, was persuaded by Anna to become engaged to André. Later she rebelled and wed a writer named Edgeworth.

THE REAL ANDRÉ

New book exposes gallant spy as fun-loving rake and ruthless soldier

Among the numerous spies of history, Major John André, the British officer who conspired with Benedict Arnold during the American Revolution, has always come off in handsome and honorable fashion. Acclaimed as a genteel, gallant soldier, he is supposed to have been only an innocent agent in Arnold's treasonable schemes. Monuments have been erected to his memory in both Britain and the U.S. But today an American historian, James Thomas Flexner, has come up with a new and decidedly ungallant picture of André. In a book entitled *The Traitor and the Spy* (Harcourt, Brace and Company, \$5.75), based on documents unearthed between England and Australia, Flexner reveals André as 1) a licentious rake who carried on flirtations with countless ladies of Philadelphia and 2) as a violent anti-Revolutionary who advocated the most brutal and ruthless means of achieving victory for Britain.

Although this harsh image accurately represents André in his maturity, the legendary picture is more in keeping with André in his youth. Born in 1750, the son of a Swiss

merchant who had settled in London, André went to work in his father's countinghouse when he was 17. But he was much more inclined to the arts than to trade and most of his free time was spent in the company of a poetess, Anna Seward, and her willowy protégée, Honora Sneyd, whose portrait he painted and for whom he composed lyrical poems. Though enamored of Anna, André became engaged to Honora. But in 1770 the engagement abruptly ended and soon after André joined the Royal Welsh Fusiliers.

Army life proved to be little more to André's liking than the countinghouse. To avoid the monotony of the barracks, he maneuvered an opportunity to get advanced military training at Göttingen, Germany, where he once more was able to move in cultural circles. But this leisurely, literary life came to a sudden end when his regiment was ordered to Canada. André's poet friends regretted to see "a man of nearly womanlike modesty and gentleness" banished to the wilds of North America and André himself dreaded the move. But in 1774 he sailed for the New World.

AFTER SHAVING

Dims Shine Feels Fine Doesn't Show



Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — *hammerized* for ultra fine texture! Crisp scent!

P. S. Also try new white Mennen Bath Talc for Men!

MENNEN AFTER-SHAVE TALC FOR MEN

Also available in Canada



ANDRE CONTINUED



CAROUSING INDIANS and British soldiers were sketched by André as they whooped it up in a local tavern. Landlady with candle tried to restore order.

He went from merrymaking to massacre



ANDRE in his mid-20s was leader of extravagant revels in Philadelphia.



PEGGY married Arnold when she was 19 and bore him five children.



ARNOLD, a peacetime druggist, rose from captain to major general.

In Canada, André amused himself by sketching native life and following a gay succession of parties. But in 1775 André's social whirl was halted by a Revolutionary army, led by Benedict Arnold, which invaded Canada. In the battle of St. John, André was captured. Interned in the backwoods of Pennsylvania, André was revolted by his crude captors and determined to do everything in his power to quash the rebels who threatened to deprive him permanently of the pleasurable aristocratic life he loved. When he was exchanged, he enthusiastically took part in the massacre at Paoli in which scores of Continental soldiers were mercilessly slaughtered. Stationed in Philadelphia, André resumed his round of pleasures, not the least of which was a flirtation with the beautiful Peggy Shippen, a Loyalist lawyer's daughter. But again Arnold interrupted his fun. As a general in command of an American army, he took over the city when the British fled in 1778. He also took over Peggy Shippen and made her his wife.



PAOLI MASSACRE of Continental soldiers was great satisfaction to André, who described it as a "bloody piece of work" that should "alarm them much."

CONTINUED ON PAGE 94

You're Safer with *Saginaw* ...even with a ***BLOWOUT***



HERE COMES A CAR DOING 50 MILES AN HOUR . . .



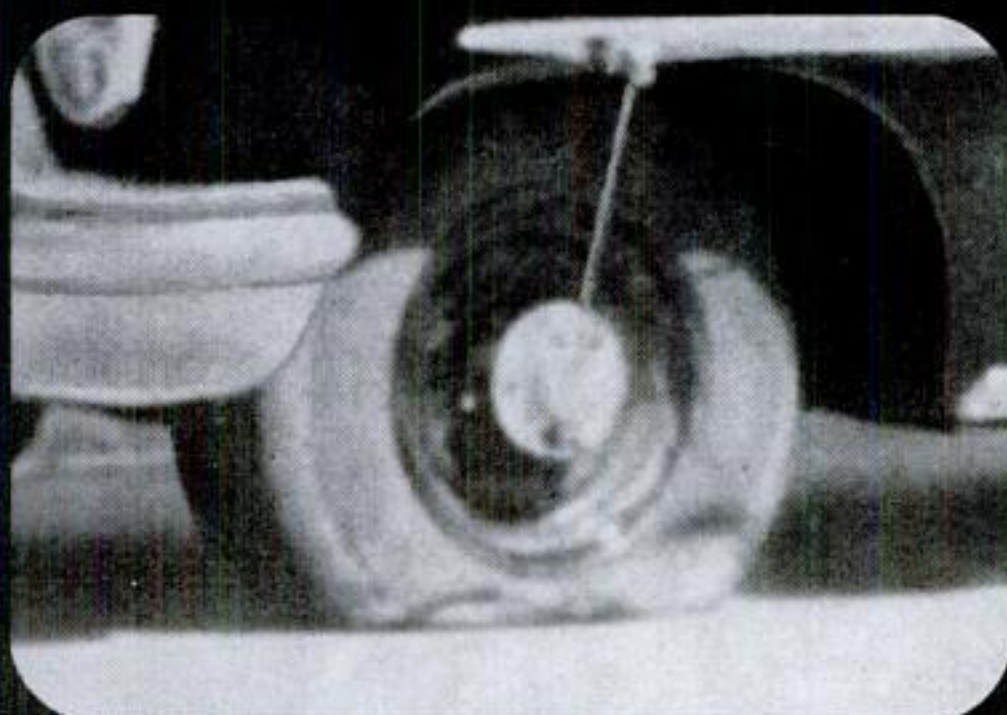
EQUIPPED WITH SAGINAW POWER STEERING AND . . .



TWO DYNAMITE CAPS IN THE LEFT FRONT TIRE!



BANG! THERE'S A MIGHTY DANGEROUS BLOWOUT . . .



BUT NO VIOLENT PULL ON THE STEERING WHEEL . . .



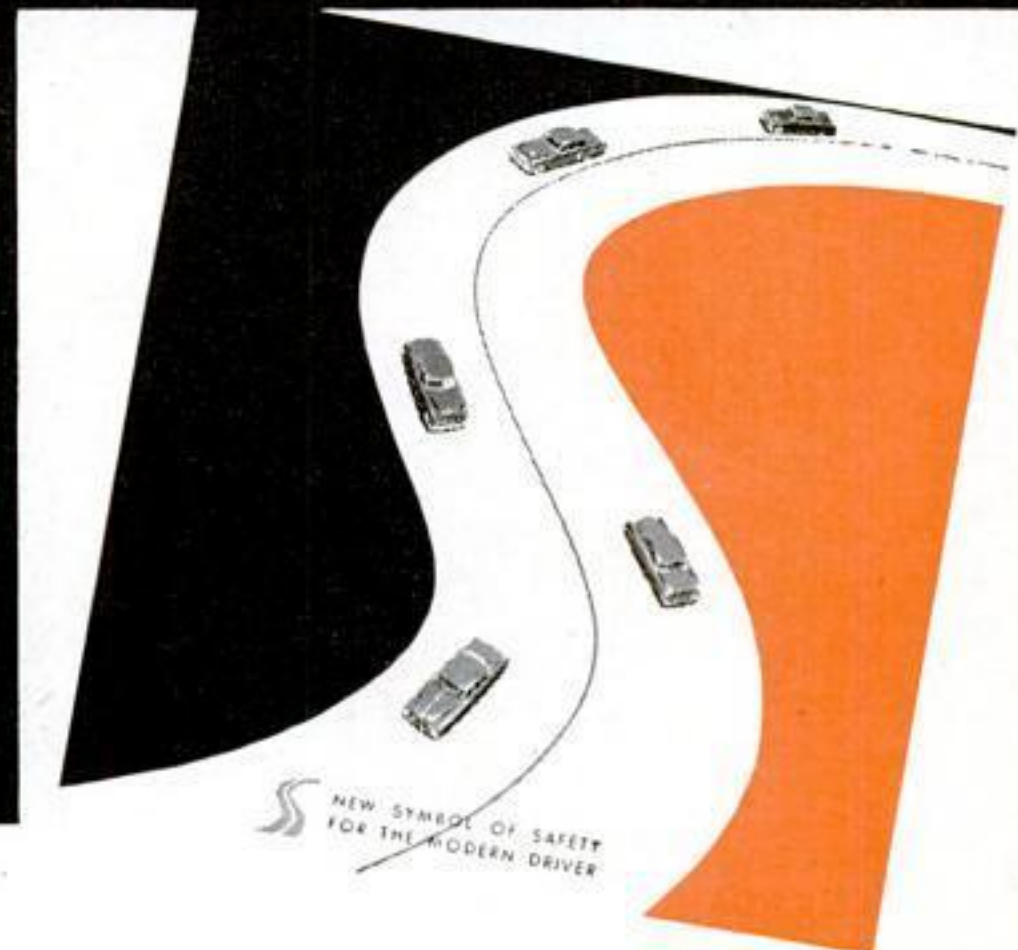
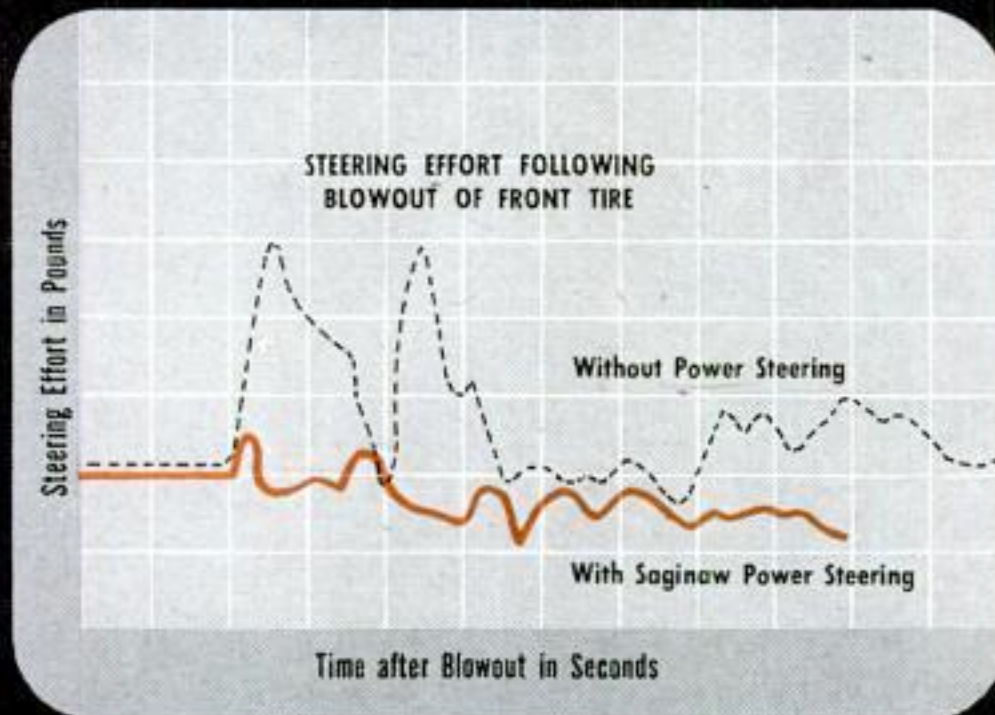
THE DRIVER CAN HARDLY FEEL IT. NOTE HOW CAR . . .



PARALLELS THE RAIL, DOESN'T LURCH A BIT!



CHART SHOWS HOW EASILY YOU KEEP CONTROL AS . . . SAGINAW POWER STEERING RESISTS THE TWISTS!



This sequence of unretouched photographs was taken from a motion picture of test runs at the General Motors Proving Ground. They clearly prove that if you have a blowout like this—hit a chuckhole or soft shoulder—you're safer by far with Saginaw Power Steering on your car. It's now available on all General Motors cars and three other well-known makes. Be sure to ask for a demonstration. Once you try it, you'll never want to be without it!



Saginaw

POWER STEERING

SAGINAW STEERING GEAR DIVISION, GENERAL MOTORS CORPORATION, SAGINAW, MICH.

Tempt your dog with
red, raw meat...



(YOUR MONEY
BACK IF HE
DOESN'T!)

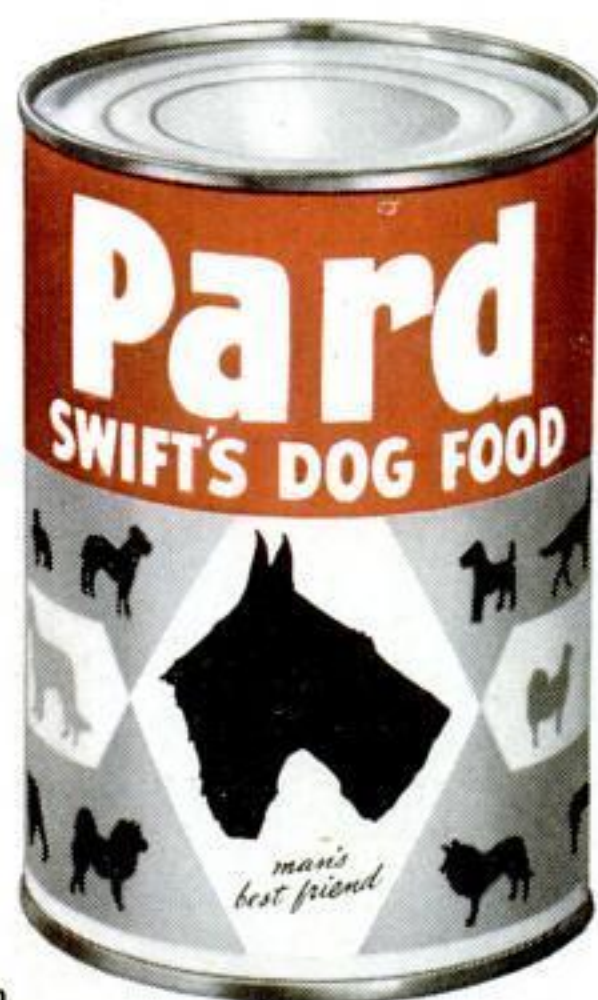
Better for him too—than meat alone!

What food would you guess your dog likes most? Forget the expense, and think of the *best*. A piece of lean, red meat? Well, guess again!

We'll bet you rich, meaty-red PARD is the food he'll go for first. And your money back if he doesn't!

Yes, he'll like PARD better—and it's more nutritious, too. For even though meat is a dog's natural food, just meat alone is not enough. That's why Swift makes PARD so that it gives your dog all the good meat protein he loves, plus all the vitamins and minerals he *needs*.

Buy PARD today. See if your dog doesn't go for it at once—and love every meaty morsel of it from now on!



Listen to Don McNeill's Breakfast Club,
ABC radio, weekday mornings.

CHLOROPHYLL* added to combat doggy breath and body odors!

*Chlorophyllins—a derivative of chlorophyll

ANDRE CONTINUED



RIVER BANK RENDEZVOUS, sketched by André on day of his execution, shows man rowing him to meeting with Arnold.

A husband and a suitor plot the betrayal

Although Peggy Shippen married a Revolutionary officer, she did not abandon her inherited loyalty to the British. Adroitly she drew her husband into the Loyalist circles entrenched in Philadelphia. Arnold, vexed at what he deemed unjust treatment by Revolutionary authorities, inclined more and more to the British. At last he resolved to join the king's forces and Peggy suggested the man to deal with—her old suitor, Major André, now in charge of British intelligence.

With a view to betraying an important post, Arnold obtained command of West Point. On a dark night along the shore of the Hudson, Arnold met André and led him to a nearby house where he set forth his plans to surrender the fort. Equipped with these plans and American passes, André changed into civilian clothes and struck out through enemy territory, confident of an easy trek to British headquarters.

COURTESY: THE NEW-YORK HISTORICAL SOCIETY



TREASON HOUSE at Haverstraw, N.Y. was scene of Arnold's negotiations with André. The house was torn down 24 years ago.

CONTINUED ON PAGE 97

Buried alive for three months!... a true story by Bill Clark of Bishop, California



"I'm a caretaker at Convict Lake, 7,580 feet up in the mountains of California. In December, 1951, I got caught in a blizzard. Snow started piling up fast and I knew it would cover the car in a matter of hours. I had no choice but to abandon it and hope for the best.



"Late in April, after the roads had been cleared, I finally reached my car and stepped on the starter ...



"After a few turns, the motor started. My Atlas battery, which had been 'buried alive' for 3 months – still had plenty of starting punch!

ATLAS^{*}
TIRES • BATTERIES
ACCESSORIES



"This experience sure convinced me. And my dealer tells me Atlas exceeds S.A.E.† standards for zero starting, life cycles and reserve power.

†Society of Automotive Engineers



"Another reason I'm sold on Atlas is the written warranty. It's honored on the spot by 38,000 dealers."



Get off to a good start this winter. Play safe! Have your local Atlas dealer check your battery today.

38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

*TRADE-MARK REG. COPYRIGHT 1953, ATLAS SUPPLY COMPANY, NEWARK 2, N. J.

When you know your beer

...IT'S BOUND TO BE **BUD**



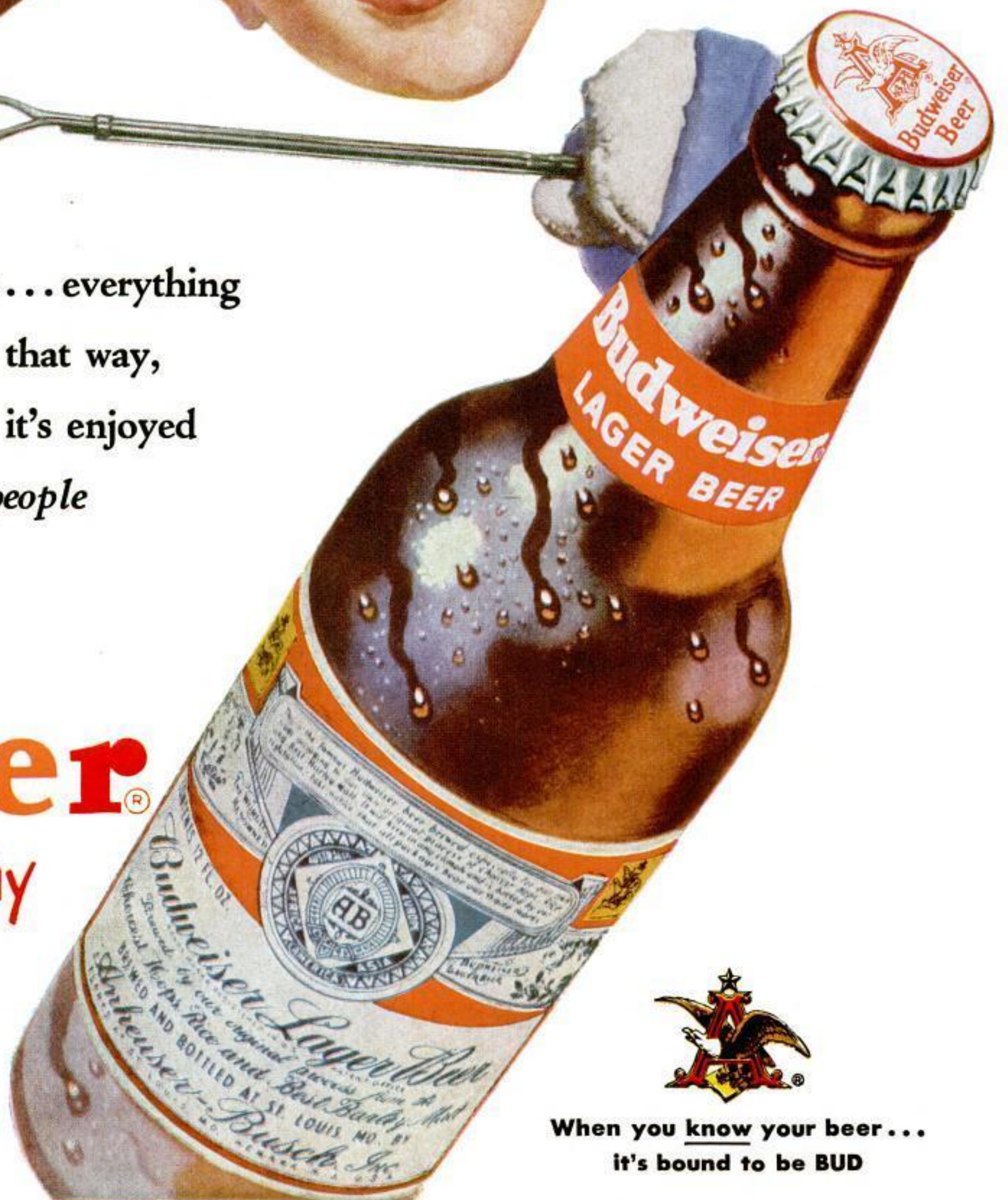
A sizzling steak or tangy barbecue... everything tastes better with Bud. It's brewed that way, by the costliest process known. And it's enjoyed so much that it has pleased more people than any other beer in history.

Serve

Budweiser®

Today

ANHEUSER-BUSCH, INC.
ST. LOUIS, MO. NEWARK, N. J.



When you know your beer...
it's bound to be **BUD**

COURTESY: THE NEW-YORK HISTORICAL SOCIETY

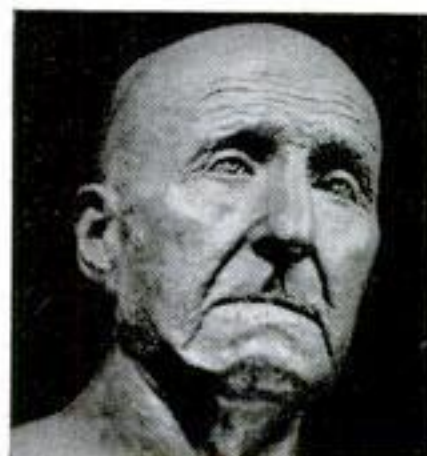


BARGAINING with captors, André was portrayed in 19th Century print as a gentlemanly officer proffering his gold watch.

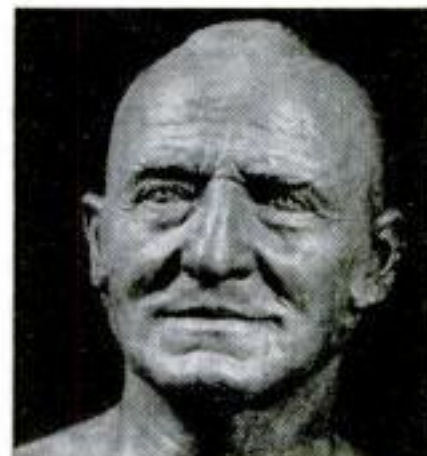
Three rebels put an end to spy's adventures

Cautious at first when riding past rebel outposts, André became lighthearted as he neared the British lines. When three ruffians stepped forward and barred his way, André was unperturbed. Boldly he identified himself as a British officer, then, sensing his mistake, he showed Arnold's pass. The interceptors were unimpressed. Demanding money, they pulled off his clothes to see what they could find. In his pockets were a few Continental dollars and a gold watch, in his stockings some papers which one of the trio managed to decipher. "This is a spy," he shouted, and promptly dispatched him to the nearest rebel commander. The trio later became so famous for their catch that life masks (right) were made of their faces and exhibited.

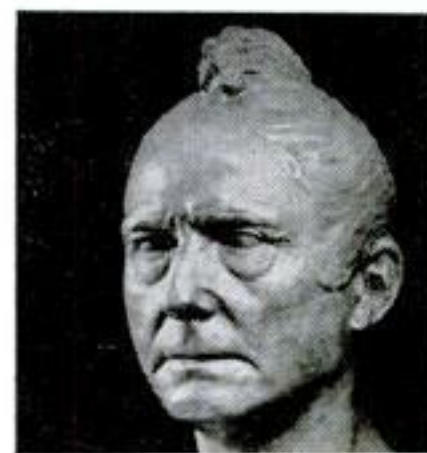
André still had hopes that Arnold could save him. But the general, getting wind of the capture, escaped to a British ship in the Hudson. André was sentenced to be hanged as a spy, an indignity almost too much for him to bear. Though he himself had advocated hanging for every captured rebel, he asked that he be shot like a gentleman. The request was denied and the spy marched to the gallows. As the fife and drums played their sober music, André displayed his old ballroom poise. "Your music," he said, "is excellent."



WILLIAMS



VAN WART



PAULDING

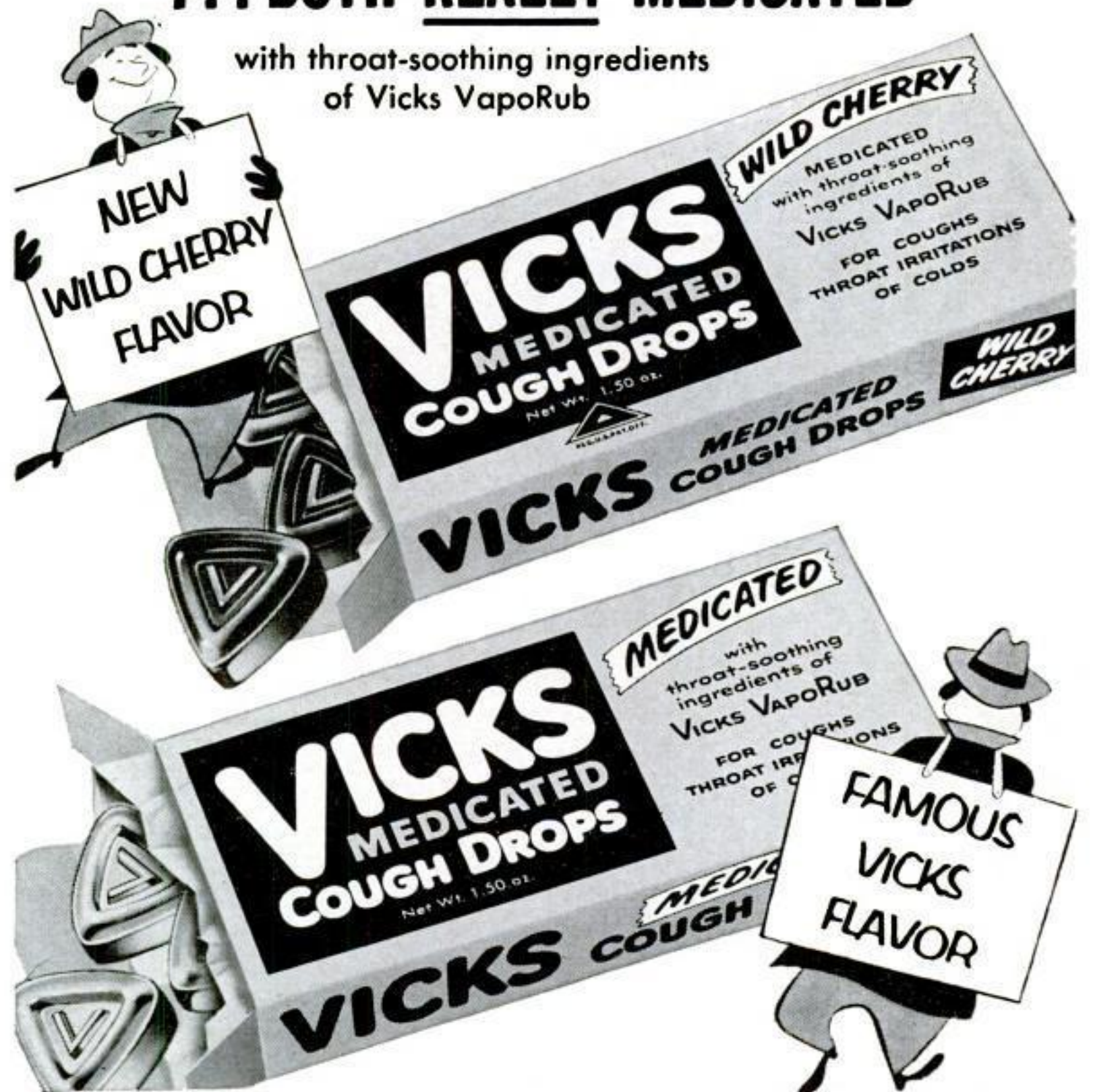


BESEECHING captors, André was ridiculed in 1780 by English cartoonist Rowlandson, who drew him tearfully offering bribe.

Now! TWO for coughs of colds

... BOTH REALLY MEDICATED

with throat-soothing ingredients of Vicks VapoRub



You'll marvel at the way you can play!

You'll have a world of fun with the dozens of beautiful solo effects you can add to your repertoire with the

Solovox

Made by the makers of the famous Hammond Organ



Hammond Instrument Company
4240 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me full information about the Solovox.

Name _____

Address _____

City _____ P. O. Zone _____ State _____

☐ Check if you also wish full details about the Hammond Organ. *T. M. Reg. U. S. Pat. Off.
© 1953, Hammond Instrument Company 9

YOU CAN ADD sparkling new variety to your piano playing with a Solovox*. Organ, cello, clarinet, trumpet, sax are just a few of the exciting solo voices you can make.

It's easy. You play the melody with your right hand on the Solovox while your left hand plays piano accompaniment. Anyone can play.

Solovox attaches to any piano. Cannot mar finish or affect normal playing. It's portable. You can take it with you to a party or a playing engagement.

Play the Solovox at your music store soon or mail convenient coupon at right for further details.

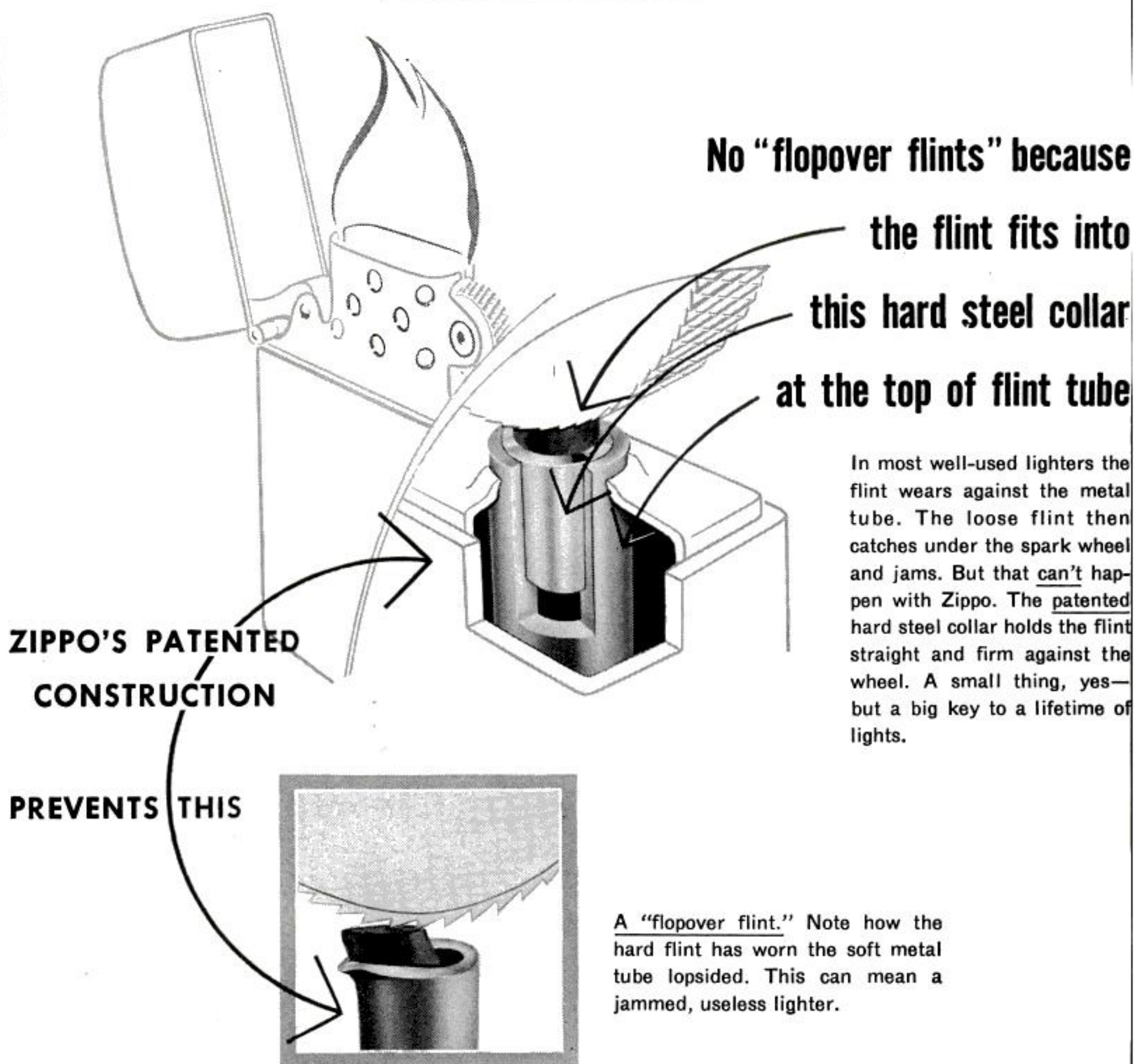
How can we guarantee your Zippo to work forever?

Because we deliberately build Zippo to be the finest lighter in the world. We know the quality . . . the workmanship . . . that go into it.

Zippo has stood behind this unusual guarantee for many millions of lighters for 20 years. Just one of the "strength points" that make it possible—exclusively Zippo's—is the **PATENTED** hard steel collar or bushing in the flint tube.

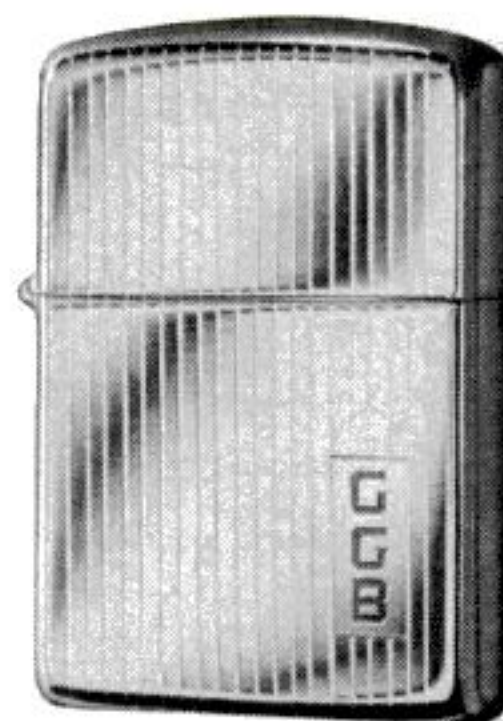
The illustrations show how it works, how it holds any length of flint in perfect alignment . . . ends forever jamming by "flopover flints"—a condition common to all well-used lighters without a bushing. And it's only one example of the quality that makes your Zippo a true lifetime companion.

You can't get Zippo's combination of features in any imitation . . . in any other lighter . . . at any price. No wonder we say proudly of Zippo: Guaranteed to work forever!



A GREAT GIFT IDEA—a genuine Zippo

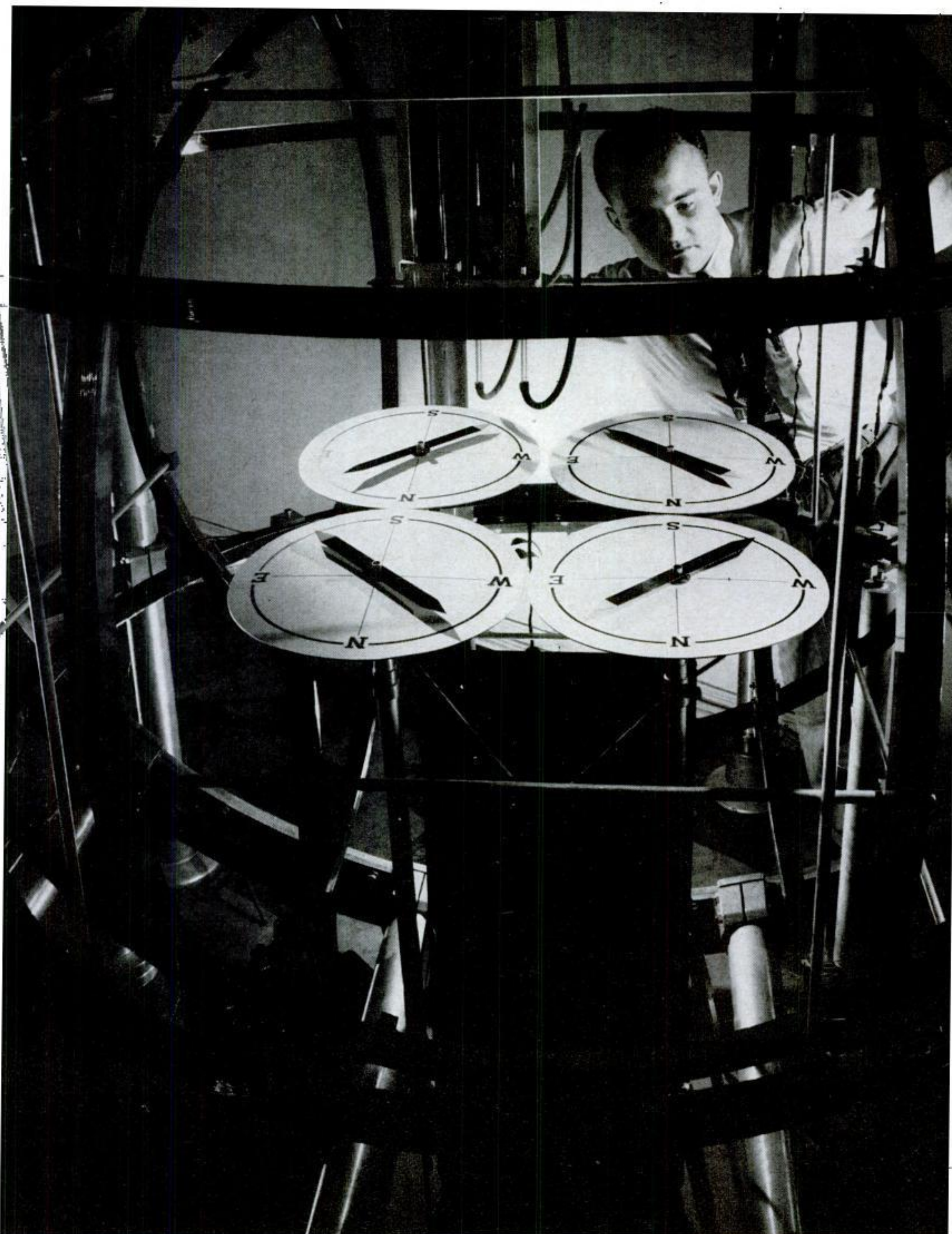
This engine-turned model, with a quiet, tasteful design delicately executed on lustrous, high-polish chrome, costs \$5.75. The same model in engine-turned sterling silver is a sumptuous gift at \$24. Other Zippos from \$3.50 to \$210, including tax.



ZIPPO®

GUARANTEED TO WORK FOREVER

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA.



CUT OFF FROM THE EFFECTS OF EARTH'S MAGNETISM, THE TIPS OF MAGNETIZED COMPASS NEEDLES POINT TOWARD EACH OTHER INSTEAD OF TO THE POLE

CONFUSED COMPASSES

GM scientists build a shield against the earth's magnetic field to study the nature of magnetism

Though compasses all over the world point constantly north toward the magnetic pole, those in a little white house near Detroit point in no particular direction at all. For they are enclosed by an elaborate arrangement of wire loops (*above*) whose current nullifies the earth's magnetic pull, leaving the space within completely free of magnetism. The strange device was built by General Motors scientists to study the nature of magnetism itself.

When a metal bar is magnetized, the orbits of its electrons line

up parallel to each other. This alignment causes the bar to move imperceptibly. GM built its machine to measure these tiny motions of magnetized metals, free from other motions induced by the earth's pull. By measuring precisely how the bars and the electrons within them move, they hope to discover how electron alignment produces magnetism. Though lacking practical application for the time being, a solution for this problem would unravel a mystery which has puzzled scientists and schoolboys for thousands of years.

Another **FIRST** from
MEDICO - pioneer in
Filtered Smoking!



*You'll love the feel
of the **Cushion-Bite***
in its BITE-PROOF **NYLON** STEM

**MEDICO
Crest**

Choicest imported briar
Nothing finer—\$3.50

The new Nylon bit is so resilient, it gives a comfortable, cushion bite. Odorless, tasteless, guaranteed bite-proof. And it's exclusive with Medico!

Bite-proof Nylon bit also available in
MEDICO V.F.Q. \$2.00

You'll enjoy filtered smoking in *any* genuine Medico Pipe. The 66 baffle filter cools the smoke . . . as it traps dangerous nicotine and tars, bitter juices and flakes.

When filter turns brown, throw it away with all the nicotine and other irritants trapped inside. Insert fresh filter and your Medico smokes always cooler, cleaner, dryer, sweeter!

Other Medico Values

MEDICO CLEAR-VUE \$1.89
MEDICO MEDALIST \$1.50
MEDICO CIGARETTE & CIGAR HOLDERS . . \$1
MEDICO FILTERETTE DISPOSABLE HOLDERS, 3 for 25¢
Prices Higher outside of U. S. A.



*"Br-r-r-l
I used to
swallow
what's
trapped
in there . . .
Time for a
fresh filter."*
10 for 10¢

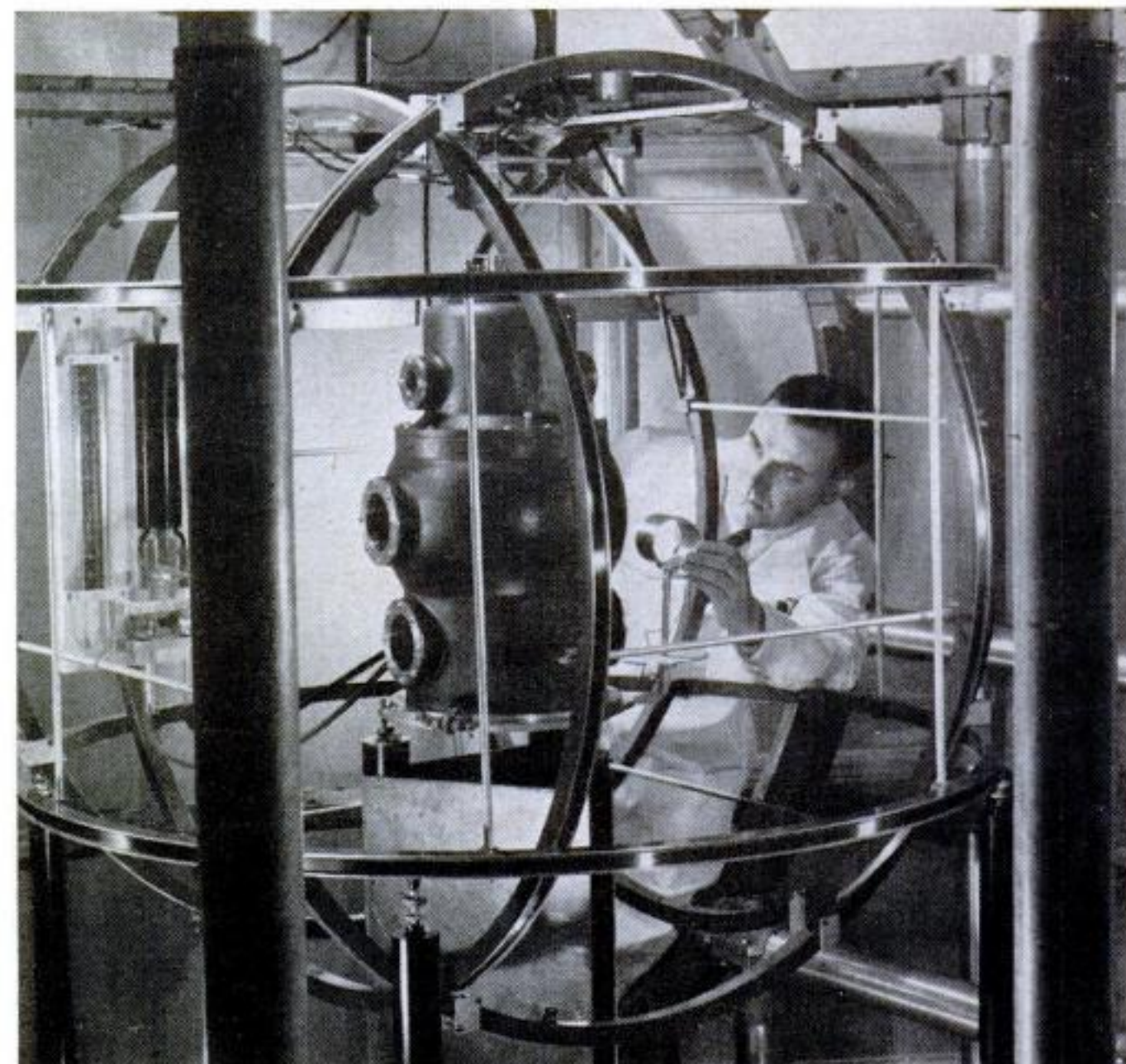
**throw
away
nicotine**

MEDICO

FILTER PIPES

Wide variety of shapes and sizes—all imported briar.
Write Medico Pipes, Inc., N. Y. 22 for Booklet A

Confused Compasses CONTINUED



HOW ROD'S MOTION IS MEASURED is shown above. An airtight chamber inside the demagnetizing coils (*top picture*) holds the rod, which is suspended in a vacuum because air friction would lessen its motion. Surrounding the rod (*middle*) is an electric coil which magnetizes it. Both rod and coil are suspended by a slender wire. A mirror mounted at the top of the wire reflects a beam of light to a scale 52 feet away (*bottom*). This double exposure shows that as the rod turns, the spot of light moves to the right.

MORRELL

Bacon at its best—
for breakfast, and in
a score of hearty dishes
—Morrell Pride Bacon!
Only choice center
slices, mild-cured and
slow-smoked over fragrant
hardwood fires for flavor
and goodness, go into
this fine Morrell product.



PRIDE



MORRELL PRIDE BACON—
only choice center slices
that cook up crisp and so
flavorsome. In airtight, heat-
sealed packages that re-
tain flavor, aroma; also in
convenient layer packages.
Get some today from your
Morrell dealer.



BACON



JOHN MORRELL & CO. SINCE 1827
OTTUMWA, IOWA SIOUX FALLS, S. D.

Pork Beef Lamb Ham Bacon Sausage Canned Meats

The **WESTMORES** of **HOLLYWOOD**
tell you the make-up secret of that
glowing "poreless" look!



SUSAN HAYWARD
Starring in
DEMETRIUS AND THE GLADIATORS
a 20th Century-Fox Production
In CinemaScope. Color by Technicolor

Here — with Susan Hayward — are the famous Westmore brothers, glamor specialists: Perc — dean of Hollywood make-up artists, Wally — Make-Up Director Paramount Studios, Frank — noted make-up stylist, Bud — Make-Up Director Universal Studios. They created Tru-Glo for Hollywood stars — and you!



DOT!

Susan Hayward simply touches a few tiny dots of fabulous liquid Tru-Glo to forehead, chin and cheeks. It's non-greasy.



BLEND!

Then . . . using fingertips in massaging motion . . . she blends it evenly over face and under jawline. It won't streak!



PAT!

With soft tissue, Susan pats to get gentle "mat" finish. Result — the truly soft, luminous complexion millions adore!

GLAMOROUS SUSAN HAYWARD shows you how easy it is to achieve that radiant "poreless" look you admire in her screen close-ups! Just use magic Tru-Glo—longer-lasting, non-drying, feather-light, liquid make-up created to give stars—and you—that romantically fresh, flawless look all day long!

Tru-Glo draws a veil of luminous color over tattle-tale lines, blemishes . . . draws out your true beauty. Created in shades to suit every skin tone. Perfect for every type of skin. Follow the Westmore's 3 magic make-up steps. Get Tru-Glo today . . . wherever good cosmetics are sold.

Miss Hayward wears Westmore's "True Red" Lipstick to match her Tru-Glo "Peach Buff" complexion.



ONLY
59¢*
plus tax

*Westmore Hollywood Cosmetics also available in Canada at slightly higher prices.

Tru-Glo
LIQUID MAKE-UP

**For truly ravishing lips...
Westmore's Hollywood Lipstick!**

Match your Tru-Glo complexion with warm, vibrant colors of Westmore's Hollywood Lipstick. An intoxicating invitation to kisses! No smudging — stays on longer, too! Creamy-soft and velvety.

Westmore Hollywood Lipsticks Only **59¢** plus tax
(Also available at 29¢ plus tax)

Westmore Non-Smear Type Lipstick Only **59¢** plus tax



WESTMORE Hollywood COSMETICS



FLANKED BY HIS WIFE AND DISCIPLE JOHN DE VOUTE, WHO PRESENTED ESTATE TO HIM, FATHER DIVINE LEADS STAFF ON TOUR OF HIS NEW WORLD SEAT

A PROPHET AND A DIVINE MEET

Detroit's Jones is given a personal tour of newest 'heaven' near Philadelphia

In the peaceful setting of Pennsylvania's wealthy Montgomery County, 20 miles into the Schuylkill River countryside near Philadelphia, two universes and their undisputed rulers collided quietly last week. The occasion was the dedication by Father Divine of a 73-acre estate and its 32-room Gothic chateau as the newest of some 75 "heavens" and "the country seat of the world." For the event, Father Divine, whose followers regard him as God, Dean of the Universe and Harnesser of Atomic Energy, had invited Prophet Jones, head of the church of Universal Triumph, Dominion of God, Inc., to be in attendance. They had never met and the Prophet was coming to Philadelphia from his Detroit headquarters anyway so he accepted with "cosmic and best wishes," asking Father Divine in turn to meet him on arrival. When the train pulled in, Father Divine was there, accompanied by 15 limousines. "I'm happy to meet you, your holiness," said Father Divine. "God bless you, your godliness," replied the Prophet. Then the two drove off to breakfast. Later the Prophet was too tired to leave his hotel to accompany Father Divine on a tour of the grounds (*above*) and when next they met (*right*) Father Divine somehow had trouble remembering the Prophet's name.



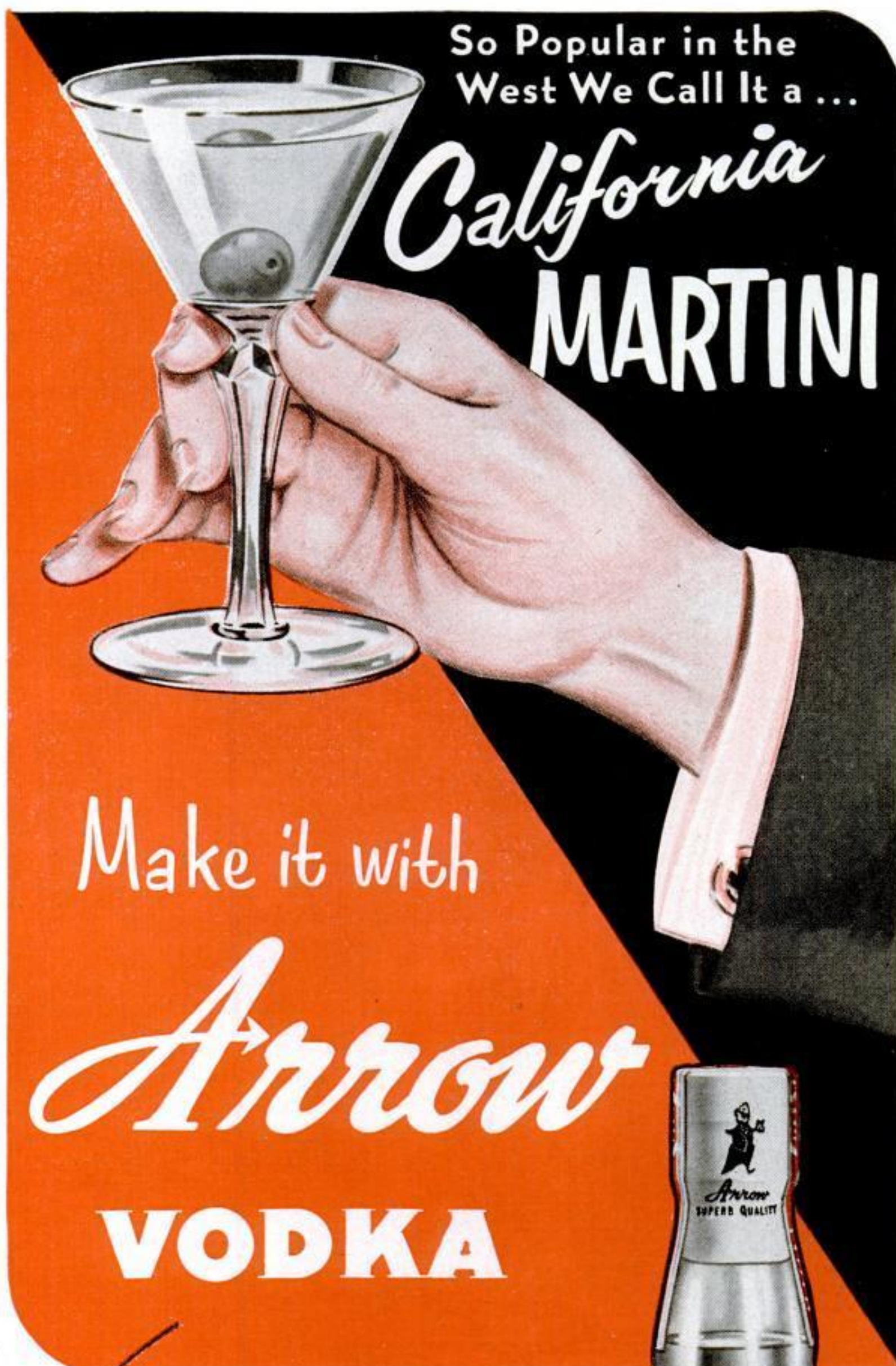
PRESENTING THE PROPHET at banquet, Father Divine introduces guest as "another kindred symbol, the Reverend Robinson—I mean, Prophet Jones."

So Popular in the West We Call It a ...

California MARTINI

Make it with

Arrow VODKA



it makes the Martini



Arrow California Martinis are smoother—drier—simple to make— $\frac{2}{3}$ parts Arrow Vodka, $\frac{1}{3}$ part dry Vermouth (For an even drier California Martini, $\frac{4}{5}$ parts Arrow Vodka, $\frac{1}{5}$ part dry Vermouth)—stir with 2 ice cubes, strain into cocktail glass and add olive.

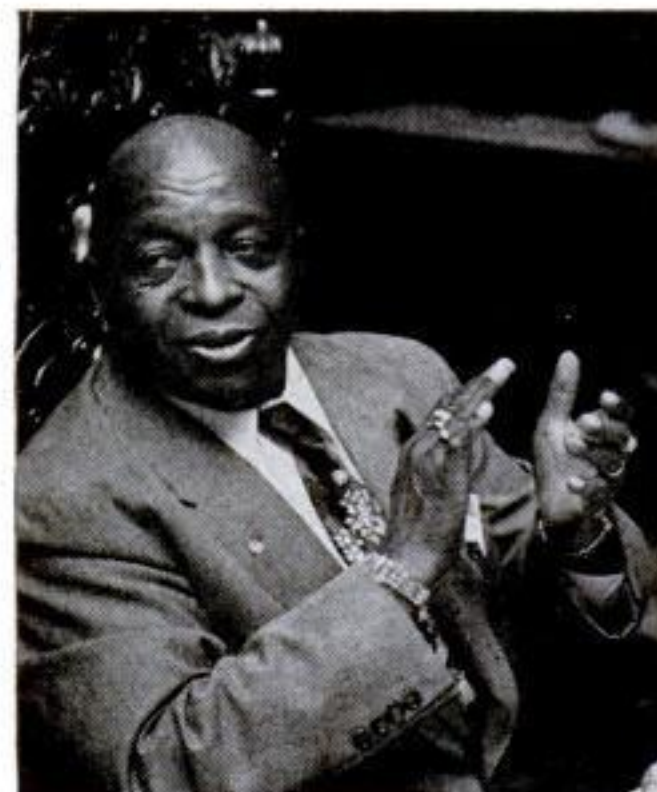
ARROW LIQUEURS CORPORATION
DETROIT 7, MICHIGAN
80, 86 AND 100 PROOF
DISTILLED FROM GRAIN



PROPHET AND DIVINE CONTINUED



THE SPOKEN WORDS of Father Divine at banquet are brief. Minutes before, upon belated arrival, Prophet Jones (*right*) complimented host on setting. Father Divine agreed it was wonderful. Then for 10 minutes the two sat in silence, exchanging words only with their respective bodyguards.



THE TRANSCRIBED WORDS of Father Divine, previously jotted down by some of his 25 secretaries who record his every utterance in shorthand, are read to the guests by Miss Charity Witness. Father Divine, who dislikes making formal speeches, is pleased (*right*) by what he hears and applauds.



UNINTERESTED IN FOOD, Prophet Jones turns aside a dish of lobster passed to him from Father Divine. Of 27 courses which made up dinner, including seven varieties of ice cream, Prophet took only slice of avocado. Noting guest's restraint, Father Divine assured him meal was only "light repast."



INTERESTED IN TIME, Prophet Jones locates watch on wrist heavy with jewelry, including an 812-diamond bracelet. It was only 7:30 p.m., but the Prophet decided he had been there long enough and (*right*) whispers to chauffeur to bring up the big limousine. The time, however, was not yet (*turn page*).

CONTINUED ON PAGE 106

Cherished

Tradition demands the finest for this, her wedding day. And among the more cherished of bridal traditions is her choice of Keepsake Diamond Engagement and Wedding Rings.

Because your diamond ring is endowed with special meaning, it should be selected with infinite care, ever mindful that the finest quality diamond is your best buy. If you choose a Keepsake, you will have a *guaranteed perfect* diamond ring. From \$100 to \$10,000.



Neiman-Marcus gown by Murray Hamburger



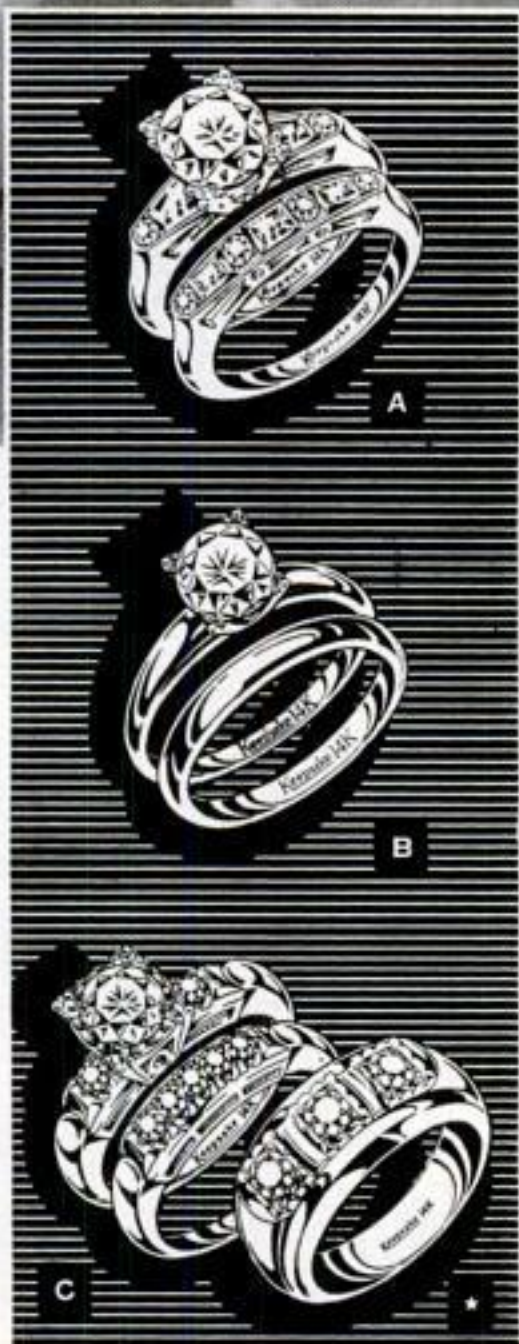
A. JULIET Ring \$575.00
Wedding Ring 175.00

B. HEATHER Ring \$350.00
Also 100 to 2475
Wedding Ring 12.50

C. PINEHURST Ring \$200.00
Wedding Ring 100.00

*Man's Diamond Ring \$100.00
Available at 75 to 250 to match
all engagement rings.

All rings available in either
natural or white gold. Prices in-
clude Federal tax. Rings enlarged
to show details.



The diamond in every Keepsake engagement ring is a perfect gem, guaranteed and registered by the Keepsake Certificate signed by your jeweler, Good Housekeeping Institute and Keepsake.



KEEPSAKE DIAMOND RINGS
SYRACUSE 2, NEW YORK

Please send free booklets, "The Etiquette of the Engagement and Wedding", and "Choosing Your Diamond Ring". Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name _____

Address _____

City and State _____

A. H. Pond Co., Inc.—Syracuse • Antwerp • Amsterdam

L9-28-53

®Trade-mark registered.

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

HOW TO BE SURE OF

Quality Radio and TV Service ...*Fair Charges*

Call your local
Certified QUALITY SERVICE Dealer



At a *Certified QUALITY SERVICE* dealer's, you know you get quality parts, guaranteed tubes, and dependable service. You know the charges are fair and honest. *Certified QUALITY SERVICE* dealers give you a *Certified QUALITY SERVICE* tag which shows you the exact charges for the work and parts necessary to service your set.

This tag is
your assurance
of quality work,
guaranteed tubes
and fair charges.

Call a *Certified QUALITY SERVICE* Dealer...
He has the hard-earned technical knowledge... experience... and expensive, latest equipment so necessary for the best in radio and TV service.

All *Certified QUALITY SERVICE* dealers display this sign.
LOOK FOR IT!



This program sponsored for your benefit by
©CBS-HYTRON, DANVERS, MASS., A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.
A member of the CBS family
CBS Radio • CBS Television • Columbia Records, Inc. • CBS Laboratories • CBS-Columbia, Inc. • and CBS-Hytron

PROPHET AND DIVINE CONTINUED



ASCENDING staircase on post-banquet tour of chateau, which Father Divine insisted he make, the reluctant Prophet is trailed by assistants. He carries gold-headed cane and 51-karat topaz but for this occasion did not elect to wear \$12,900 white mink coat given him by followers (LIFE, March 30).



INSPECTING master bathroom with Father and Mrs. Divine, Prophet Jones, towering over his host, gives plumbing his widest stare. The visitor agreed that this room, like everything else in house—even Father Divine's special armchair that revolves like a barber stool—was "restful and befitting."



DEPARTING some 40 minutes after he had started to leave and before Father Divine could take him through kitchen, Prophet Jones moves in quickly for farewell handshake. "I know," he told Father Divine, "that the chassis of your divine mind has been lubricated with divine lubrimentality."

Thoughtful you — always ready to remember!

There's a very special place in everyone's heart for someone like you . . .
someone who always remembers when a friend is ill, or has an anniversary,
a birthday, or just needs a lift. Your secret is wonderfully simple. By personally
selecting several extra greeting cards on each visit to your favorite store,
you're always ready to remember. And by choosing only those
with the Gibson name on the back, your friends and
loved ones know you sent the very finest.

GIBSON Greeting Cards

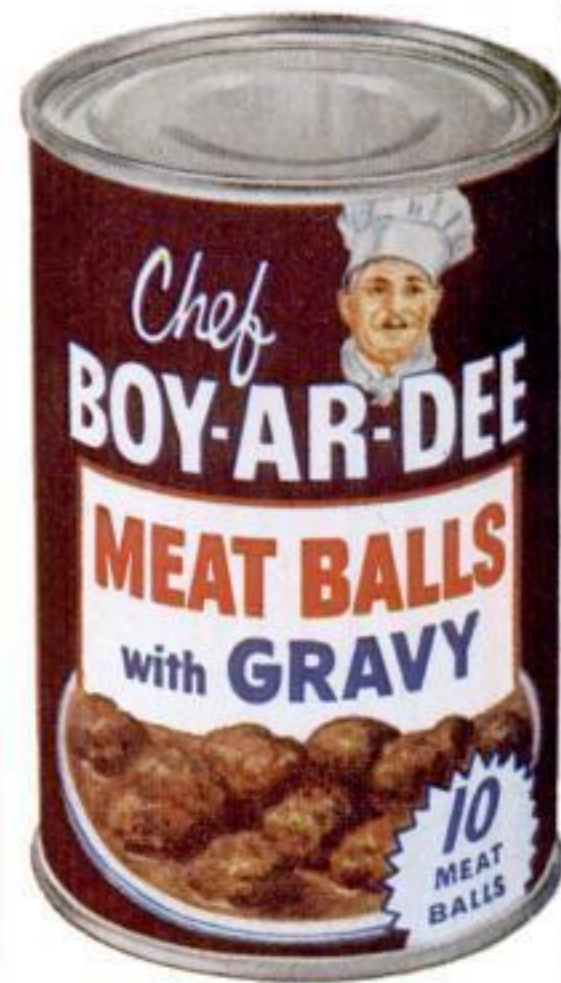
THE GIBSON ART COMPANY
CINCINNATI, OHIO • Publishers since 1850



NEW! A famous chef brings you
his latest secret-recipe masterpiece!

CHEF BOY-AR-DEE®

MEAT BALLS in BROWN GRAVY



savory!

Delicious braised beef meat balls in smooth, rich gravy—blended to the Chef's secret recipe.

nourishing!

Rich in body-building proteins of fine beef.

thrifty!

Ten meat balls in every can—plus gravy that'll do you proud! All for less than 15¢ a serving.

quick!

Ready to heat. Mouth-watering on mashed potatoes, rice, noodles, toast! Try a can today!

Save time!
Save money!
Make one
night a week
"CHEF NIGHT"

CHEF BOY-AR-DEE leads in these other quick-meal products with meat balls:

Sauce with Meat Balls. Another quick Chef Boy-Ar-Dee meal-maker. Six beef meat balls in tempting meat-tomato sauce. Ready to heat. Serve on toasted English muffins . . . *grand*.



Spaghetti and Meat Balls. Tender strands of spaghetti cooked in nippy tomato sauce. *Four* delicious beef meat balls in every can. A great dinner dish. Ready to heat!





JIGSAW OF BONES, being worked behind scenes, will produce, in about four years, a skeleton of prehistoric ground sloth at least as big as an elephant.

THE NATION'S ATTIC

**Smithsonian's huge collections
make a rich clutter of culture**

PHOTOGRAPHED FOR LIFE BY MARK KAUFFMAN

James Smithson, the illegitimate son of England's first Duke of Northumberland, never set foot in the U.S. But when he died in 1829 he left his estate of \$500,000—a great sum then—to establish in Washington an institution "for the increase and diffusion of knowledge among men." For years Congress debated how to utilize so strange a bequest. After Congress took the plunge in 1846, the Smithsonian Institution just grew and grew. Its huge collection of more than 33 million catalogued items was built up partly by its own scientists and partly from the donations of generations of Americans. The cultural chaos is so tremendous in the Smithsonian's inadequate old buildings that some visitors are stunned. But the great majority get the same pleasure out of prying around in this grab bag of treasures, whose estimated total value is \$1 billion, that they get when rummaging in their own attics. Last year over eight million visitors from every state in the Union came to view the Smithsonian's museums, art collections and zoo. "There's something for everyone here," says an official, "something that everyone goes away remembering."

THE MUSEUM BUILDINGS include these towers which house some offices. One scientist uses trapdoor and ladder from his office when old elevator fails.





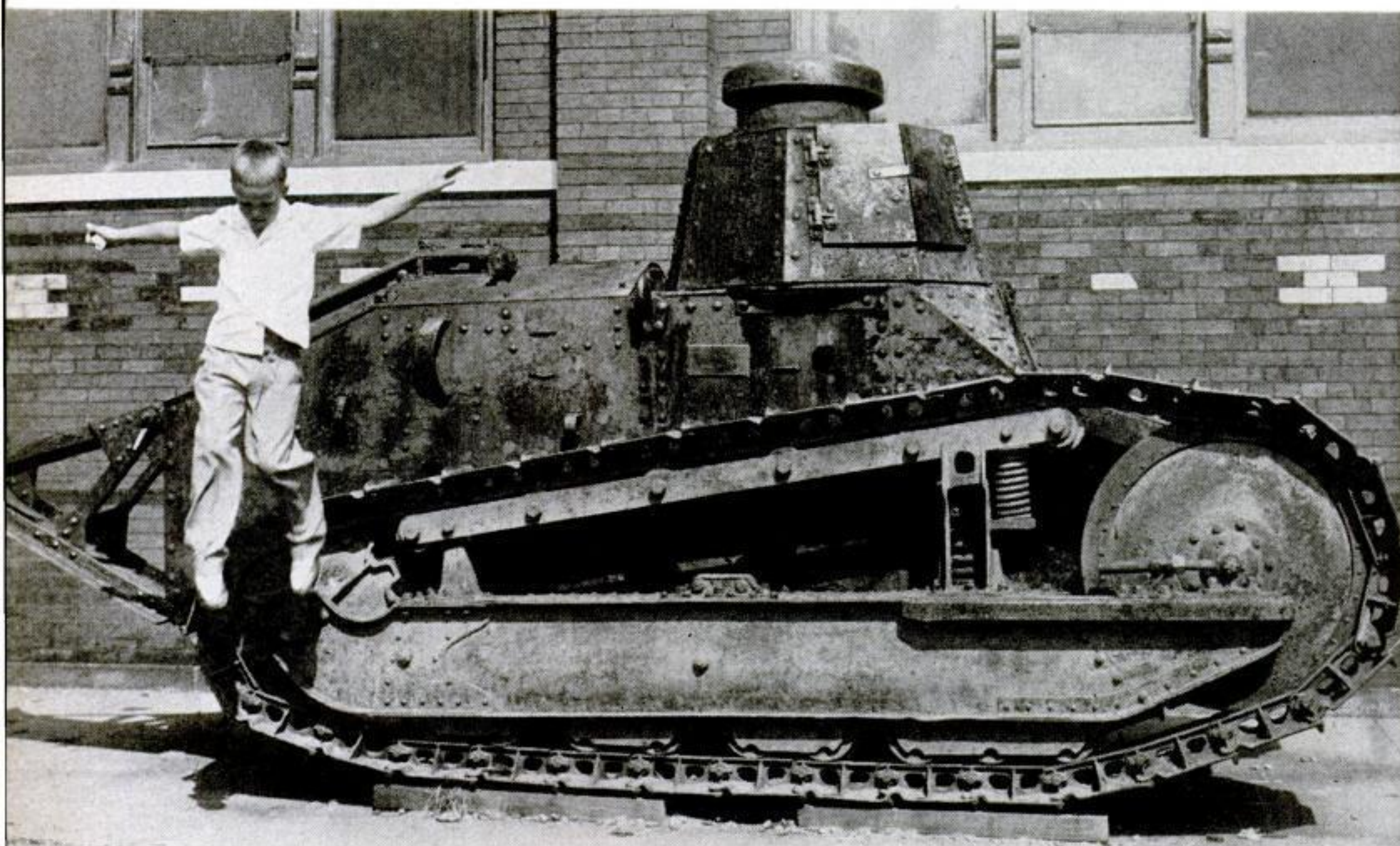
OLD PLANES, including the Wright's first flying machine, hang above cases containing busts and

personal memorabilia of soldiers and statesmen since 1776. Behind is Lindbergh's *Spirit of St. Louis*.

History in dresses and dogs

"This place," says one Smithsonian scientist, "is a junk shop. But I think a lot of visitors like it that way." A man who does not like it that way is Leonard Carmichael, psychologist and ex-president of Tufts College, who became the Smithsonian's secretary (i.e., chief executive officer) last January. He thinks it needs nothing so much as a good housecleaning. In begging Congress for more funds, Dr. Carmichael said the Smithsonian must get out of the "horse-and-buggy and gaslight era." He got his budget raised \$400,000 this year to \$3 million. What helped him win his point was proper emphasis on the fact that the

Smithsonian now has some of the world's leading collections of skulls, rare gems, mammal skins, fish, birds, butterflies, airplanes, fossils, etc., as well as all conceivable kinds of Americana—and that it is downright stupid not to sort, use and show these riches more effectively. The 1953 budget increase has let Dr. Carmichael make a limited start on modernizing exhibits. Soon he hopes for funds for a National Air Museum to house the fast-growing aeronautical collections, for a new building to house science exhibits, and for fresh research and lab space which would let the present buildings be made wholly available for displays.



OLD TANK is a six-ton, two-man type from World War I. Kids clamber over it all day long.

WHITE HOUSE GOWNS include this (right) worn by President Buchanan's niece and hostess.





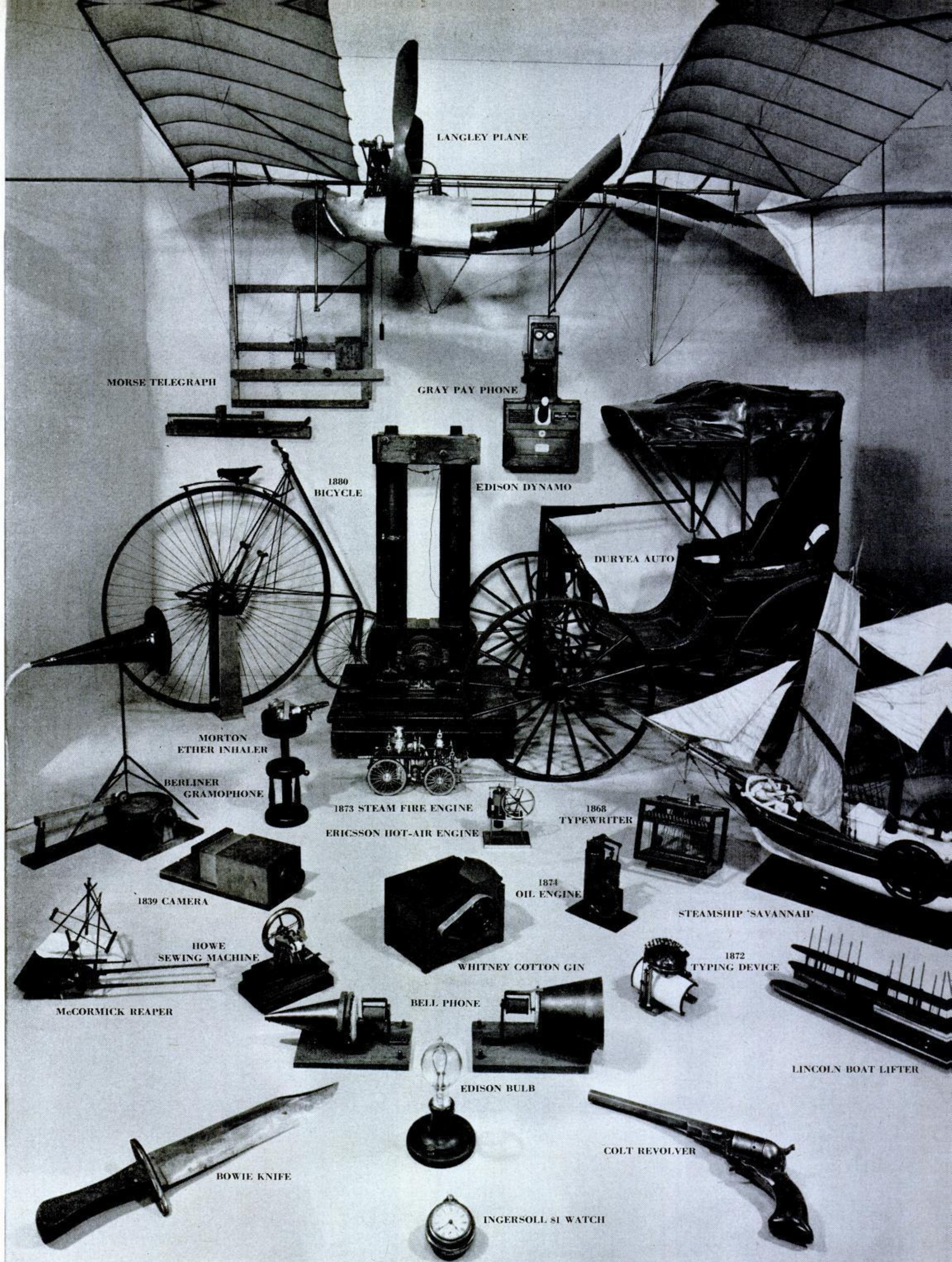
DECORATED DOG, "Owney," a 19th Century postal mascot, traveled 143,010 miles in his life and got 1,017 medals from groups he visited.



TIGHT-PACKED PIANOS are jammed along third-floor stairwell. Huge collection given museum includes Tom Thumb's miniature piano.



REVOLUTIONARY SLEIGH, dated 1769, recently accepted and put in an almost inaccessible balcony, was supposedly used by Washington.



INVENTORS' MODELS, of which the Smithsonian has a remarkable collection, are included in this exhibit. Many of them are originals made for U.S. patents. In addition to such well-known examples as Whitney's cotton gin, the display above

has the Brayton oil engine (the first American commercial internal combustion engine), the Berliner Gramophone (first to exploit disc records, demonstrated in 1888), an early pay phone, a hot-air engine built by the designer of the *Monitor*, an 1839

American camera developed by John W. Draper. Even Abraham Lincoln got into the inventor's act. On May 22, 1849 Lincoln patented a method, shown in his original model, for raising boats off sand bars and over shoals in a river. It was never used.



"MAINE" RELICS, from battleship whose sinking started war in 1898, include wheel and compass.



BURMA CRYSTAL is world's largest perfect ball, nearly 13 inches across and almost 107 pounds.



WASHINGTON'S EQUIPMENT includes uniform and the folding spectacles Lafayette gave him.

Of machinery and mementos

Of all items on display at the Institution the most fascinating to most visitors are Americana of the kind shown on this page. But only about one fifth, or six million, of the Smithsonian's assorted specimens find their way into showcases. The rest are filed away in drawers and boxes, floor to ceiling high, lining the corridors and crannies of every building. These

include 21 giant panda skins from a U.S. missionary in the Far East, a unique collection of king cobra embryos and a "library" of 18,000 human skulls. The museum, however, does not accept all gifts. The pair of Army pants which Mark Clark ripped on his secret North African landing to prepare for the 1942 invasion was proffered, and politely declined.



SUTTER'S MILL NUGGET, original one found by James Marshall, began the California gold rush.

SHERIDAN'S HORSE (stuffed) galloping under staircase carried the general on his famous ride. The horse was named Rienzi, later altered to Winchester.



FORT MCHENRY'S FLAG, nearly 30 feet long, is one which flew during bombardment and thus inspired Francis Scott Key's *Star-Spangled Banner*.





OKLAHOMA STUDENT tootles on 16th Century serpent horn at display of musical instruments.



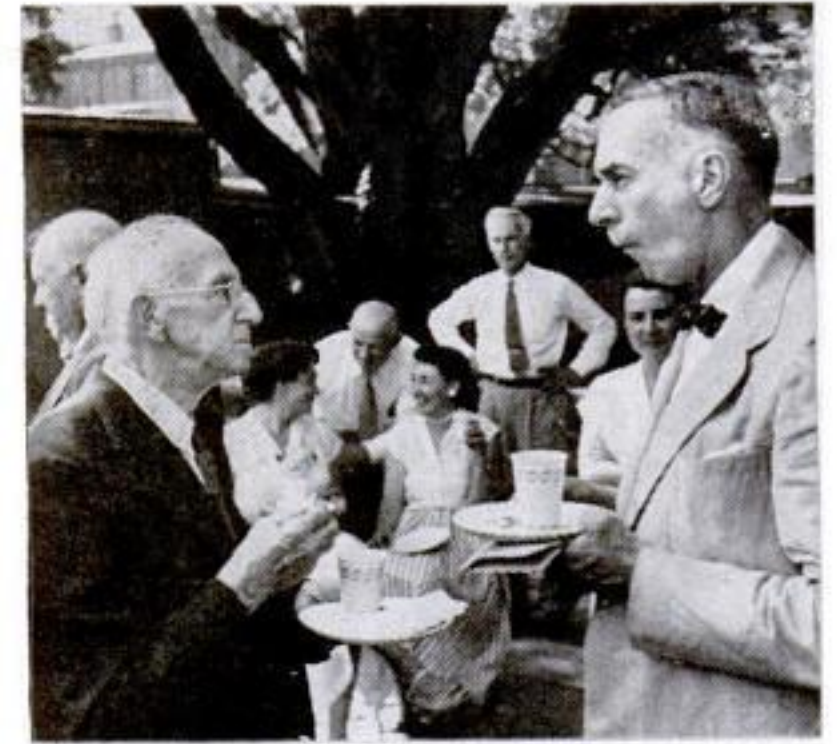
WASHINGTON LADY, aged 88, visits ethnologist to ask about date of her Spanish shawl and fan.



OHIO MINERALOGIST takes photographs of quartz crystals from Madagascar to use as slides.

Questions about everything

The Smithsonian is open every day of the year but Christmas and its specialists are available to the public for everything from telling the age of an antique chair to identifying rocks picked up on a weekend hike. One company had frequent breaks in a cable it had strung in the Gulf of Mexico; the Smithsonian found the damage was caused by a tiny mollusk and provided the solution. When the D.A.R. decided to hold a pageant to honor Pocahontas, the Daughters asked the ethnological department's counsel for data on authentic costumes. But it hurriedly called off the pageant on learning that Pocahontas, like others of her tribe, seldom wore any clothes at all.



BOSS, Dr. Carmichael, greets Andrew Kramer, who worked at Smithsonian for 61 years.



STARFISH EXPERT, Dr. Austin Clark, 73, has written 650 zoology papers. Though retired, he still shows up at his Smithsonian office to work every day.

UNSTUFFED HORSE, named Kidron, which was General Pershing's favorite mount in World War I, gazes dolefully from his shelf in the mammal division.



New RCA Victor television



"There's more to see"

"...less to do!"

17-inch Denham. More to see . . . clearer, fuller pictures! Contemporary styling. Grained mahogany finish (grained oak extra). 17S360, \$279.95

21-inch Talbot. Console TV at a budget price! Versatile, new "free style" to put *anywhere*! Grained mahogany finish (grained oak extra). 21S362, \$299.95

17-inch Craig. Has ROTOMATIC TUNING that pin-points your station automatically—clearer than you've ever seen! Ebony finish. Model 17S349, only \$189.95. Matching stand extra

...plus the widest choice of



"Hand rubbed woods"

"So much detail on this 27-inch screen"

21-inch Hayward. Richly styled big-screen TV with sensitive speaker and unique speaker grille pattern. Mahogany finish (limed oak extra). 21T364, \$389.50

21-inch Talmadge. RCA Victor console TV with the famous Deluxe chassis—extra circuits, extra power. Mahogany finish (limed oak extra). 21D368, \$395.00

21-inch Bradbury. Full-door console in Regency styling. TV Deluxe with extra tubes, extra power! Rich mahogany or warm walnut finish. 21D379, \$495.00

27-inch Copeland. Has Definition Control—an RCA Victor exclusive that gives you *sharpest* TV pictures—bigger than life-size! Mahogany, walnut finish. 27D383, \$700.00

Every year more people buy

gives you Rotomatic Tuning



21-inch Barton. Finest picture and sound "locked" together with new ROTOMATIC TUNING. Ebony finish. 21S353, \$239.95. Matching stand extra

21-inch Fort Knox. Open-face console with large, full-toned speaker. "At home" in Modern or Period room. Grained mahogany finish (grained oak extra). 21S367, \$329.95

styles in TV history!

"Only \$16.75"

"...and our TV set's a phonograph!"



21-inch Preston. Lowest priced top-door TV! Rich "inlay" design and "stay put" doors. Mahogany finish (limed oak extra). 21T372, \$419.50

21-inch Chadwick. Full-door Empire console of exceptional craftsmanship. Smooth, hand-rubbed mahogany or walnut finish. 21T375, \$439.50

21-inch Newport. Modern full-door TV Deluxe console with swivel base for viewing from any angle. Natural walnut or limed oak finish. 21D378, \$495.00

These are the best buys that have ever tempted a TV customer—the latest big-screen models of America's largest selling TV—all with powerful ROTOMATIC TUNING!

There's more to see. More picture detail—amazing depth and clarity! The picture is held vivid and accurate, over the entire surface of the screen.

There's less to do. Less dialing—with ROTOMATIC TUNING, just one CLICK, there's your station! Less adjusting too—the famous MAGIC MONITOR circuit system screens out static and interference, steps up power, "locks" finest "Golden Throat" sound with finest picture—all automatically!

The widest choice of cabinets in RCA Victor history—and all showing their quality workmanship—unmistakably RCA Victor! Twelve different cabinet finishes to choose from. Styles for Period rooms, Modern rooms, and many "free styles" to fit anywhere!

And only with RCA Victor TV can you get the expert, dependable service that's yours with an RCA Victor Factory-Service Contract... available in all principal TV areas.

See your RCA Victor dealer now for the TV that does more for you and does it better.

For the finest UHF reception, choose the ROTOMATIC UHF-VHF tuner or, on lower priced sets, the manual UHF tuner (both optional, extra).

Only \$16.75! "Victrola" 45 automatic attachment plugs into phono-jack that's built into every RCA Victor TV set. ("Victrola" 3-speed attachment, \$49.95.)

Back on television, every Friday beginning October 2. Dennis Day on the RCA Victor Show, 8 pm, EST.



RCA VICTOR than any other television

Tmks. ®

Division of Radio Corporation of America

Cabinets with light Modern finishes vary slightly in style to conform with latest modern trends. Suggested Eastern list prices, subject to change without notice. Prices include Federal Excise Tax and full-year picture tube warranty.



WILLIAM FAULKNER permitted Henri Cartier-Bresson to photograph him in the front yard of his

Oxford, Miss. home. The dogs in left foreground are a special Faulknerian variety of crossbred fox terriers.



COURTHOUSE SQUARE described in Faulkner's imaginary town closely resembles the real square in

FIRST OF TWO PARTS BY ROBERT COUGHLAN

Enigmatic inventor of an

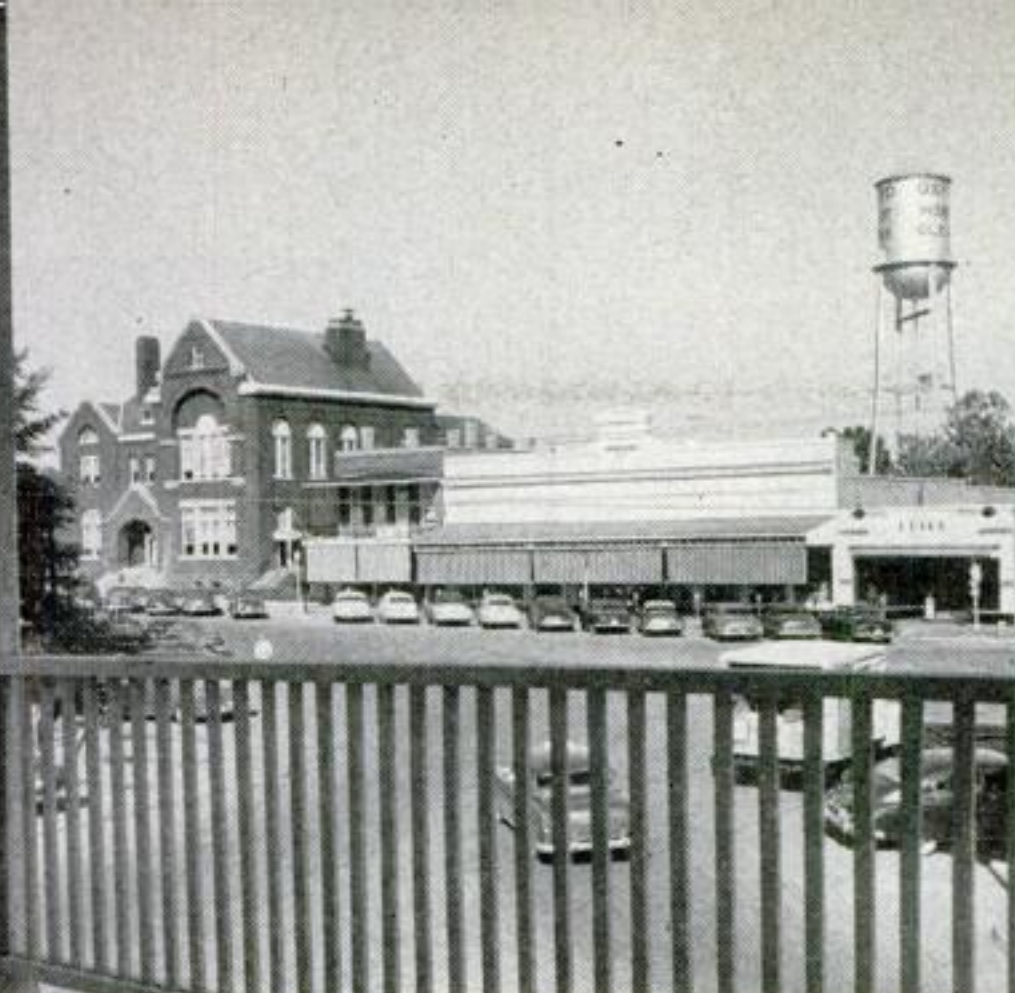
JEFFERSON, the county seat of Yoknapatawpha County, in northern Mississippi, is a pretty town with an old brick courthouse, pillared and porticoed, on a big central square, and a number of big, white-pillared houses set in broad lawns, although some of the finest homes were lost when General Smith partially burnt the town in 1864. Jefferson has practically no manufacturing but lives on, and in turn nourishes, the surrounding countryside, which is given over largely to cotton and lumbering. A passing stranger would find little to distinguish the town and the county from many such towns and counties in Mississippi or in all that area of the deep South. Nor is it likely that he would think the people different from others in that domain. If the stranger were a Southerner he would feel very much at home there.

Given omniscience, however—the literary omniscience of a novelist, for instance—and suspended from a large gas bag (also useful equipment for novelists) so as to obtain a wide view of the countryside, he would discover that the peaceful aspect was an illusion. Indeed, looking into the hearts and minds and studying the actions of most of the adult white population, he would be appalled at what he saw.

Peering down on Frenchman's Bend, a

FAULKNER'S FICTIONAL COUNTY—though he insists, "I invented all that"—resembles in many





his home town. Left to right: business building with upper and lower side "galleries"; the courthouse itself

with its Civil War monument; the federal building, modern stores and the water tower; and the open-air

market where farmers meet to gossip and to sell fresh produce such as watermelons from curbside tables.

THE PRIVATE WORLD OF WILLIAM FAULKNER

imaginary county, he has created a saga out of his family's past and his environment

hamlet in the southeast part of the county, he would find a man named Flem Snopes cheating and manipulating his neighbors until at last he controlled them all, marrying the daughter of his most important victim, swindling and driving a farmer insane with a non-existent buried treasure and moving on to Jefferson with his tribe of decadent relatives to corrupt that town. At this same hamlet years later (the omniscient aerialist can also telescope time as novelists do) he would see a college girl named Temple Drake falling into the hands of a gunman named Popeye, who rapes her in a macabre way and afterward installs her in a Memphis house of prostitution and engages a friend to violate her further, whereupon she becomes a victim of passion. Popeye eventually is executed for a crime he did not commit and Temple's father takes her to Paris.

Drifting away from Frenchman's Bend, the aerialist would study with horrified interest the tribulations of the Bundren family. Addie Bundren, a hill woman, dies and her coffin is built. On the long trip by wagon to the cemetery at Jefferson, accompanied by her shiftless husband, her pregnant unmarried daughter and her four sons, her body putrifies and attracts vultures. The coffin is swept away in a flooded river but is recovered, nearly

burns in a barn fire but is saved, and is buried at last. One son is led from the graveside to a lunatic asylum. Another, the youngest, believes his mother is a fish. The father, having cheated a third son of his horse, and his daughter of the money her lover had given her for an abortion, buys new false teeth and marries a woman from whom he had borrowed some shovels to dig his wife's grave. She has a phonograph, and the eldest boy thinks it will be nice to have music in the home.

The Compson tragedy

BEARING north over the pine hills and eroded cotton land until he neared Jefferson, the aerialist would arrive over Compson's Mile and would be shocked to see the situation to which this once-great plantation and once-great family had fallen. There are the parents and their four children: the father alcoholic, the mother neurasthenic, the daughter pregnant with a stranger's child, one son an idiot, another selfish and villainous, still another proud, romantic but weak. He would see this last-named boy, Quentin, pretend that he had committed incest with his sister and commit suicide; see the idiot brother castrated and sent to an institution; see the sister marry, divorce and give herself to

lovers; see the wicked brother hound her illegitimate daughter and drive her away, sell the old plantation house and use the proceeds to establish himself as a cotton broker and to acquire a mistress, a Memphis prostitute.

Farther north there is the sound of gunfire. The aerialist swings in a favoring current and views a wild scene: horsemen galloping, Negroes stampeding toward a river, an old woman burying treasure, boys crouched in the bushes shooting at a Yankee soldier, the old woman being shot, the same boys tracking her assassin, flaying him and nailing his skin to the door of a cotton compress. But amidst all the tumult the overpowering figure of Colonel John Sartoris is seen in actions of amazing initiative and gallantry. He raises a regiment in Jefferson and gallops off to Manassas; demoted by his own men, who elect an upstart named Sutpen to his command, he returns to Jefferson, raises a new troop and gallops off again, this time to serve with General Forrest's raiders. The Civil War over, he disciplines the carpetbaggers, builds a railroad the length of the county and is shot dead by a scoundrel.

The colonel's heirs live on in the shadow of his memory. His son becomes president of the bank in Jefferson and dies of heart failure brought on by the reckless driving of his

CONTINUED ON NEXT PAGE

details the real Lafayette County where he lives. Here, left to right, are the Yocona River, in earlier times

called the "Yoknapatawpha"; a decrepit cabin such as he described in *As I Lay Dying*; a decaying Southern

mansion like that in *Absalom, Absalom!* Latter is "the old Carter-Tate house" in Oxford, built about 1840.





**I'm
playing
it safe...**
I'm getting
PEAK®
Anti-freeze!

If you want complete winter protection for your car, you ought to get Peak Anti-freeze, too. Ask your serviceman to protect your car with "Peak" so that you can be sure of all-winter, all-weather safety.

Freeze? — Forget it! One filling prevents freeze-ups all winter ... no matter what the weather or where you drive.

Boil away? — Not a chance! Avoid frequent check-ups ... "Peak" won't evaporate or boil away even on the warmest day.

Rust? — Never! An exclusive combination of anti-rust ingredients keeps the cooling system clean all winter ... helps prevent radiator clogging, too.

A PRODUCT OF COMMERCIAL
SOLVENTS CORPORATION



Listen to
"PEAK OF THE SPORTS NEWS"
starring **RED BARBER**
on television every Saturday evening

PEAK... the all-winter, all-weather anti-freeze



FAULKNER'S HOME in Oxford is this pre-Civil War mansion which he has lovingly and gradually restored from decrepitude almost to its original elegance.

FAULKNER CONTINUED

great-grandson. His grandson is scarcely seen, living only long enough to marry and produce this great-grandson and his twin brother, both of whom are pilots in the first World War. One twin is killed in France. The other, obsessed with this event and blaming himself for it, lives in spiritual torment and at last kills himself testing an experimental airplane.

Off to the northwest there is a commotion in the forest: wild, naked Negroes felling trees, heaving and sweating, dragging huge logs, sawing them into boards, at last rearing a splendid house surrounded by a lovely park and sweeping fields. A big, grim-faced man gallops about on horseback: he is Sutpen, the same who would (later) oust Colonel Sartoris from the command of the regiment. He must build a dynasty and this great house to shelter it but his plans are doomed. Sutpen disowns his first son when he discovers that there is Negro blood in the mother's family. The son falls in love with Sutpen's daughter by a second marriage and is killed by his half-brother who becomes a fugitive. Coming home years later, the half-brother dies in a fire that consumes the house. Sutpen meantime, ruined by the Civil War but still hoping for a son to whom he can pass his name and ambitions, seduces the granddaughter of a squatter and is killed by him.

In the far north of the county there is the wilderness. Indians can be seen in their villages, then the Indians disappear and white men and boys come and set up camps and hunt for game (especially for one huge, crafty old bear), and then the wilderness itself disappears as the timber companies move in. The aerialist drifts south again and hovers over Jefferson, that deceptively quiet town. There Temple Drake can be seen, married now and working out a tortured sequel to her earlier mishaps. Here and there on the streets is a Compson or a Sartoris or a friend of those families, an Edmonds, De Spain or McCaslin, but the town seems to be overrun with Snopeses. The Snopeses are everywhere, even in the Sartoris bank. Odd and terrible things are happening. Joe Christmas, illegitimate and probably part Negro, is put in an orphanage, then adopted by a stern and righteous farmer and his wife. Joe beats the farmer and steals the wife's savings, has an affair with the spinster descendant of Yankees, kills her and is pursued around the county and captured. His own grandfather incites a mob to lynch him. But he escapes, only to be hunted down by a patriotic young man named Percy Grimm who shoots and mutilates him.

Meantime a girl named Lena Grove, pregnant by Christmas' partner in the bootlegging business, has journeyed on foot from Alabama to find him so he can claim the child. But he flees and she goes to Tennessee with her baby.

Here too is seen Lucas Beauchamp, an old Negro accused of murder and about to be lynched. But he is saved by the courage of a white boy, a Negro boy and an old maid. And here also, among many other scenes of horror and bravery, can be found an old woman who, fearing that her husband would leave her, has killed him and has dressed him in his best and laid him on his bed and keeps him thus until he becomes a mummy.

The aerialist is, of course, imaginary, but so are Jefferson and Yoknapatawpha County. The town and county—it can be said

CONTINUED ON PAGE 122

You'll see a beautiful figure difference...immediately!

Circl-o-form

with or without

FLOATING ACTION

Choose either exciting CIRCL-O-FORM style... you'll get a dream of a bra that molds your figure beautifully... gives you a bewitching, lovely contour.

AMAZING FLOATING ACTION

BEND... your bra won't hike up

TWIST... no pull on your shoulder straps

S-T-R-E-T-C-H... and your bra won't slip

Floating Action, an Exquisite Form exclusive, distributes shoulder strap pull, relieves bosom pressure... gives you heavenly comfort, freedom and support. Available in luxurious fabrics for daytime and evening, in bandeau and long-line styles. \$2.50 to \$8.50.



REGULAR CIRCL-O-FORM

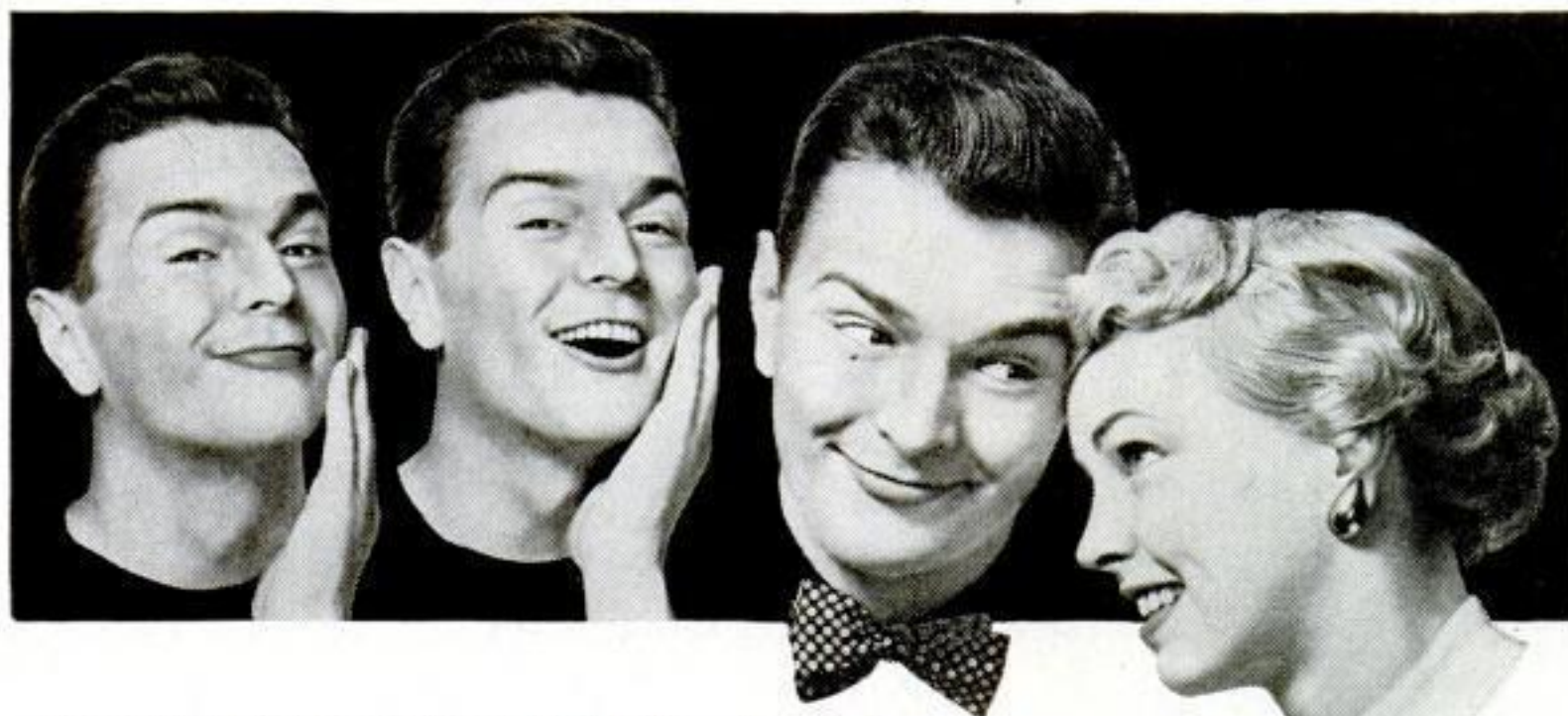
Circle-stitched 4-section lined cups mold your figure beautifully, excitingly...and assure perfect fit. Available in broadcloth, satin, nylon marquisette, in a wide range of sizes. \$2.00 to \$3.00

Exquisite Form
BRASSIERES

The Bra that's a beauty treatment

FOR NEAREST STORE WRITE: DEPT. 9L, 159 MADISON AVENUE, NEW YORK 16 • CHICAGO 54 • LOS ANGELES 14 • TORONTO

Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

SOOTHES FROM SHAVE TO SHAVE! Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

IT'S A GREAT UNDERARM DEODORANT, TOO! Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma! Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

Cools in Seconds... Soothes for Hours!



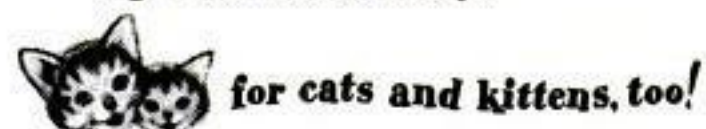
BIG
5-OZ. SIZE
59¢
also deluxe
\$1.00 SIZE
all plus federal
tax



**Delight
your dog-
with **K**rispy, **K**runchy
Klix DOG CANDY**

New treat even puppies can chew

A taste that "wows" dogs and cats! Made without sugar. Veterinarian-approved ingredients build energy—special shape aids chewing. Feed KLIX freely!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT

NOW YOU CAN OWN *Hi-Fi!*

- 21" TV, Magnificent full door mahogany cabinet
- AM/FM Radio, maximum output 20 watts.
- Frequency Response 30-15000 cps.
- 3-speed Automatic Record Changer
- 4 Speakers integrated for balanced tone in the exclusive Olympic Carillon Chamber
- Cross-over network control for customized room acoustics

\$595
Including Federal Excise
Tax and Warranty

Olympic
America's Favorite
TELEVISION
OLYMPIC BUILDING, L. I. CITY 1, N. Y.

FAULKNER CONTINUED

with relief—are the literary invention of William Faulkner, who is their "sole proprietor." The stories sketched above in briefest outline form part of the subject matter of these of his works, in order: *The Hamlet*, *Sanctuary*, *As I Lay Dying*, *The Sound and the Fury*, *The Unvanquished*, *Sartoris*, *Absalom, Absalom!*, *The Bear*, *Requiem for a Nun*, *Light in August*, *Intruder in the Dust*, and his most famous short story, *A Rose for Emily*.

If Jefferson and Yoknapatawpha County bear a resemblance in many details to Lafayette County, Miss. and its county seat of Oxford, where Faulkner lives, it is still true, however one may feel about the events he makes happen there, that in inventing them he has achieved one of the most impressive feats of imagination in modern literature. His accomplishment was recognized most notably in 1950 when he received the Nobel Prize for literature. He has been given many other honors, among them the William Dean Howells Medal of the American Academy of Arts and Letters and the rank of Officer in the French Legion of Honor.

Faulkner has accepted these testimonials laconically, with few signs of pleasure or even of interest. While speaking well of the Nobel Prize, it was only under great family and official pressure that he consented to travel to Sweden to receive it. He dislikes "literary" events, especially when they involve him as a principal, and "literary people," especially those who wish to discuss his books with him. Nor does he feel any warmth for his readers, whose opinions and, indeed, whose existence is a matter of indifference to him except as they contribute to his royalties. He dislikes publicity or public notice and any attempt to penetrate his privacy is met with an irascible and incendiary anger. A world figure whose name, at least, must be known to nearly all literate people, he has remained an elusive personality about whom even most of his friends know little.

Yet it is no more possible for Faulkner to remain inconspicuous than it would be to build a wall around the Grand Canyon. His books—labyrinthine, grandiose, terrifying, grotesque and beautiful—are no longer his but have become a part of the literary landscape of his country, like Melville's and Poe's. Because he has created them, he does not belong entirely to himself.

The man who wrote the books

WILLIAM FAULKNER is a small, wiry man of 56 with close-cropped iron-gray hair, an upswept mustache of a darker color, a thin, high-bridged aquiline nose, heavy-lidded and deeply set brown eyes in which melancholy, calculation and humor variously are reflected, and a face tanned and webbed, especially near the eyes, with the creases and lines and tiny tracings of advancing middle age and the erosion of many days spent in the open in all weathers. He is entirely self-possessed, with a manner easy, courteous, speculative and deadly. He is a quiet man; yet when he is at ease, with his short legs outstretched and a blackened pipe in his thin lips, and perhaps a drink at his elbow, he is like a somnolent cat who still in the wink of an eye could kill a mouse. Faulkner does not look or act like what he is. He acts like a farmer who has studied Plato and looks like a river gambler. In his appearance there is something old-fashioned, even archaic.

Oxford, like Faulkner's imaginary town of Jefferson, lies in the northern part of Mississippi and has a population of about 4,000. It is intensely and unmistakably a town of the deep South, not only in its appearance but in its smells, its manners and morals, the speech and properties of its citizens. Faulkner lives in one of its most beautiful houses, built circa 1840 by an Irish planter remembered as Colonel Shegog. It had fallen into terrible decay, but Faulkner gradually has restored it since he bought it in 1930 and now it is in good shape, although several rooms remain to be done over.

The house sits at the edge of town in large grounds. To the rear are a brick coach house and various smaller structures of brick and wood, including a smokehouse and what probably were slave quarters. To the right and to the rear of the side gallery are gardens, arbors and terraces, the weedy relics of an age of formal grandeur. The house is approached through a large grove of old and very tall cedars, which cast deep shade on the lichen lawn and on the curving drive which Faulkner has broken with ruts, so as to discourage people from coming to see him. He and his wife Estelle live there all through the year, except when Faulkner leaves on one of his visits to Hollywood or New York, and are joined during school vacation by their 20-year-old daughter Jill, their only child, now studying at the University of Mexico.

It seems to a visitor that Oxford, the house and the physical aspect of Faulkner himself are a continuum, that they have the

CONTINUED ON PAGE 124

design and quality that *stay* lovely . . .

Fashion Trend®
by Johnson-Carper

at a price
you'll appreciate



glamorous FAWN MAHOGANY

This Fashion Trend bedroom suite is one of the designs of internationally-known Edmond J. Spence, whose insight into homemaker preferences keeps his furniture styles fresh and fashionable for years. It is constructed to a standard of maximum quality in keeping with its price, to stay lovely through the years.

\$149⁰⁰*

For spacious 8-drawer *Double Dresser*
and handsome, functional *Bookcase Bed*

*Prices may be slightly less or slightly higher in your locality, depending on transportation costs your dealer pays.

VISIT YOUR FURNITURE RETAILERS DURING
HOME FASHION TIME
Sept. 24 - Oct. 3
Make the Home of Your Dreams
come true... NOW!

Just a Postcard...

If you don't know the name of the *Fashion Trend* dealer nearest you, write Johnson-Carper Furniture Co., Inc., Roanoke, Va. *Fashion Trend* is sold by thousands of furniture and department stores from coast to coast.

J O H N S O N - C A R P E R F U R N I T U R E C O . , I N C . , R O A N O K E , V A .

*The ALL-ROUND smoothest shaver
that ever caressed your skin!*

THE NEW
REVOLUTIONARY

Norelco

Rotary Action
DOUBLE-HEADER

**UNCONDITIONALLY
GUARANTEED**

by the World's Largest Maker
of Electric Shavers!

Model SC7748 AC/DC—
complete in leather case.

\$24.95

*"Norelco soothes
as it smooths,"*

says GEORGE MONTGOMERY
starring in "GUN BELT,"
color by Technicolor—
released thru United Artists.



IT'S NEW! IT'S REVOLUTIONARY!

*Your skin never feels your shaving when
gentle Norelco whisks off whiskers.*

You just can't beat Norelco's two
whirling wonders — 12 self-sharpening
blades that quietly whirr off your beard
without worrying your skin.

Rotary action is gentler—because it's
never that chop-chop-chop action. It
just seems to sm-o-o-th whiskers off
with its circular massage! That's why
Norelco shaves you much, much closer,
yet you never feel it!

But, man — you *look* it — and *like* it!
Norelco Double-Header is light, com-
pact, easy to clean — precision-made to
delight you for years. Specially designed
to fit your hand. You never oil it, hardly
hear it.

Shave anywhere with the Norelco
Sportsman Battery Shaver, \$29.95. For
feminine grooming . . . Lady Norelco
Electric Razor AC/DC \$22.95.

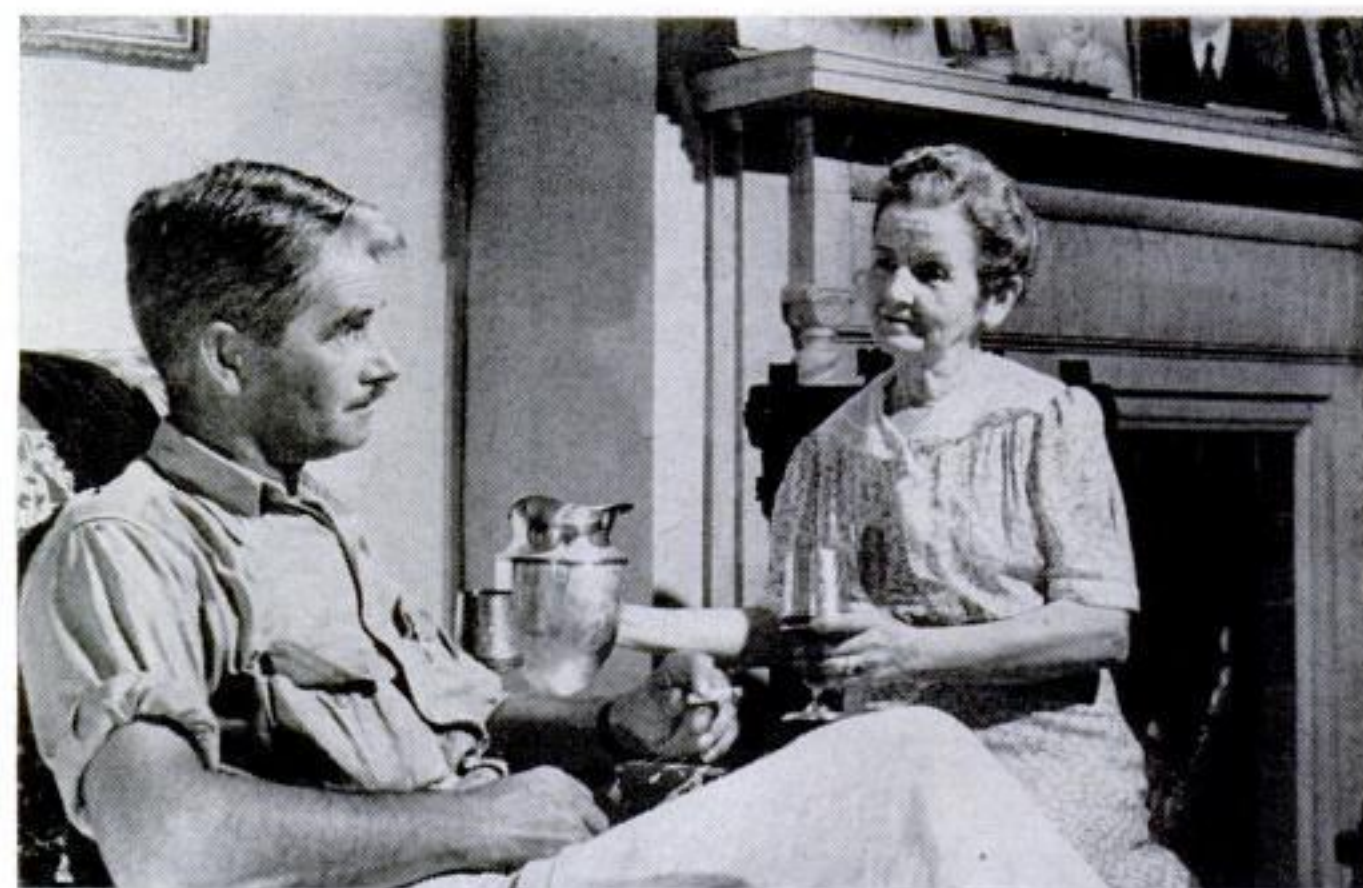
Buy Norelco at leading department,
sporting goods, electrical appliance,
hardware, drug and jewelry stores.



Norelco Electric Shavers

North American Philips Company, Inc. 100 East 42nd Street, New York 17, N. Y.

SOLD IN CANADA AS PHIL-SHAVE. NORELCO SHAVERS SERVICED THROUGHOUT THE WORLD BY PHILIPS.



"JOHNSIE" AND "MISS MAUD," William Faulkner's brother John and his mother, Mrs. Murry Faulkner, who also live in Oxford, visit at John's home.

FAULKNER CONTINUED

organic relationship of a bird in a tree in a woods or a frog on a log in a swamp. The town in turn is organic to the state, and Mississippi, undoubtedly, is organic to the South. Faulkner in his setting is thus like a good if romantic painting in which every element is conceived in proportion and with harmony of line and color.

This conception, to be complete, needs a family: for the sense of family is deeply felt in the South and is a separate dimension. Faulkner's mother is locally known as "Miss Maud" Falkner. (The printer of his first book inadvertently added a "u" to the name, an odd coincidence, since this actually had been its original spelling, and Faulkner kept it that way.) Miss Maud is a spry, engaging little woman in her late 70s, an enthusiastic amateur painter, churchgoer and at the same time the greatest admirer of the writing of her oldest son "Billy." She lives in a comfortable house on South Lamar Street, the principal street of the town, where Billy generally goes to see her every day.

Down the street from Miss Maud, fronting on the square with its fine old domed and porticoed white courthouse, is the law office of Judge Falkner, Billy's Uncle John Wesley Thompson Falkner II, the brother of his dead father. Uncle John has a son, J.W.T. IV, who is U.S. marshal of the northern district of Mississippi. The intervening numeral belongs to John Wesley Thompson Faulkner III, William's brother, who is also a novelist (*Men Working*, *Dollar Cotton*, *Chooky*) and who changed the spelling of the family name to agree with William's when he, too, began to write. To avoid confusion, he is known as "Johnsie." A second brother Murry C., known as Jack, lives in New Orleans, where he is an FBI man. A third brother, Dean, was killed in 1935 while barnstorming in a plane that belonged to William.

Along with these immediate relatives, William Faulkner also has numerous first, second, third and fourth cousins in and near Oxford, such as Mrs. Bob Williams, a first cousin whose husband is a former mayor of the town. In addition, through Estelle, who comes from one of Oxford's old and leading families, he is related to many other people. Thus it can be seen that the roots twine and interweave and that the family, too, is organic with the town, the house and its occupant.

CONTINUED ON PAGE 127



UNCLE JOHN, "Judge" Falkner, is 73, still practices law in Oxford.



COUSIN JACK, the judge's son, is federal marshal for the district.



A DISTINGUISHED PRODUCT
FROM THE
HOUSE OF SEAGRAM



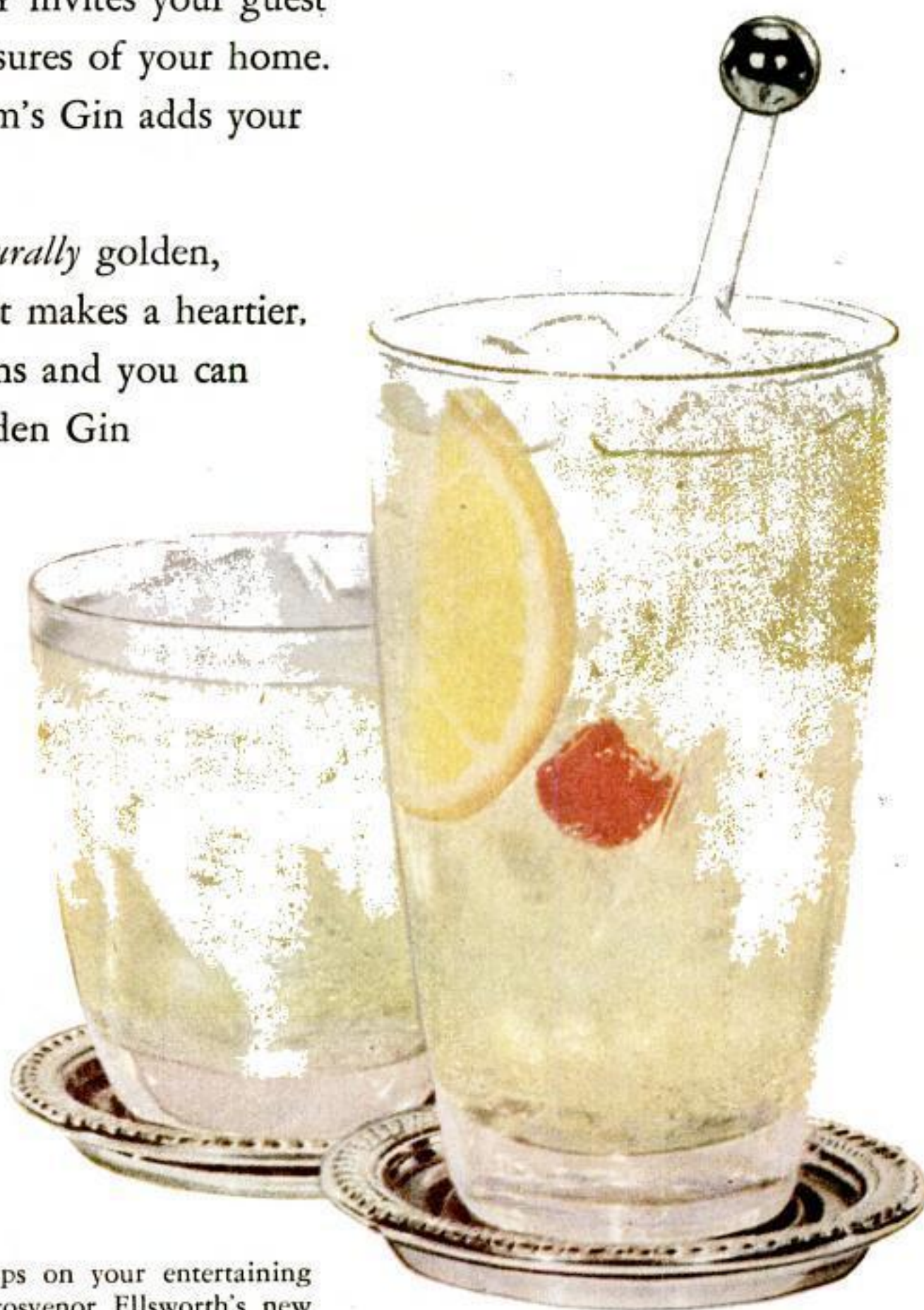
AS MODERN AS TOMORROW



The Golden Touch of Hospitality

TRUE HOSPITALITY invites your guest
to share the treasures of your home.
To this spirit, Seagram's Gin adds your
Golden Touch.

Seagram's Gin is *naturally* golden,
smoother and drier. It makes a heartier,
pleasant-tasting Collins and you can
really enjoy this Golden Gin
"on-the-rocks."



For the smartest tips on your entertaining
problems, Mary Grosvenor Ellsworth's new
booklet "The Golden Touch of Hospitality" is avail-
able in states where legal. Send 25¢ to The House of
Seagram, Dept. 22, P.O. Box 193, New York 10, N.Y.

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N.Y.



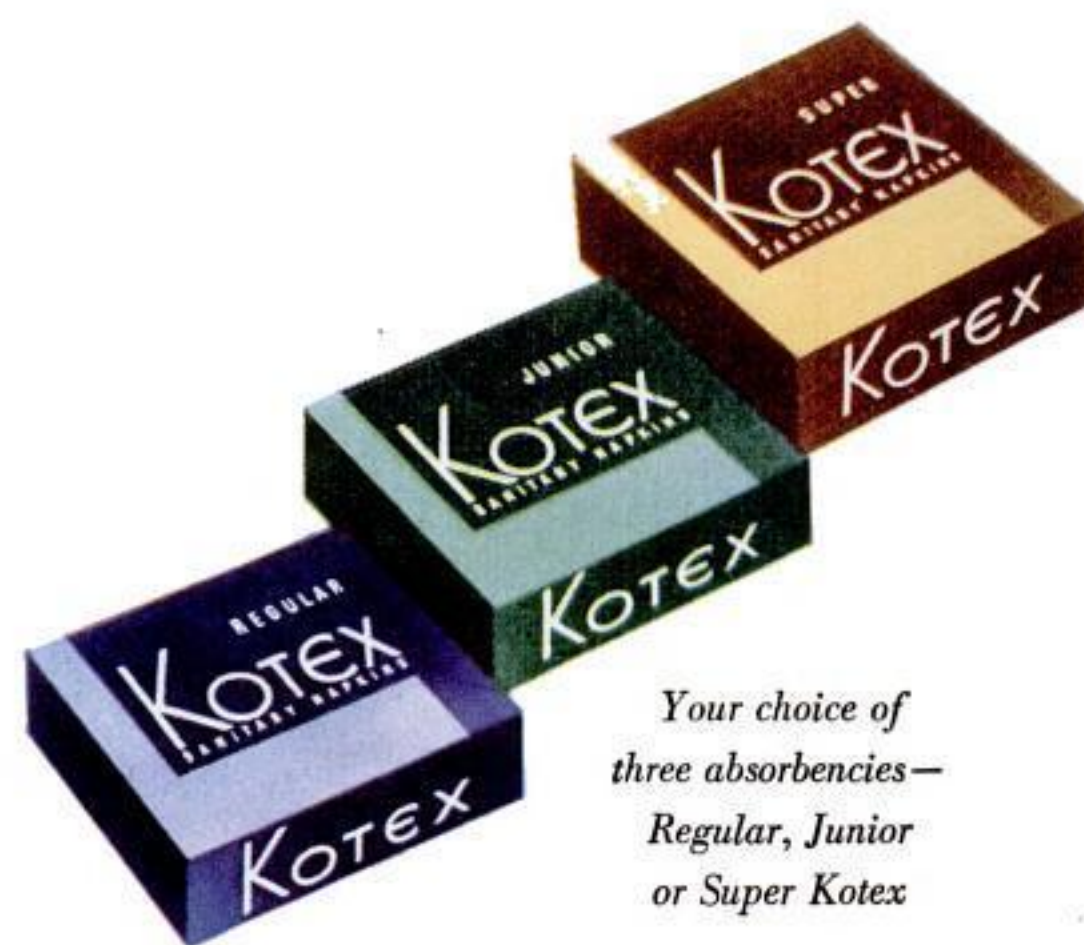
Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you *need*. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the absorbency best for you: so *very personally yours*.

Not a shadow of a doubt
—fruit-colors spell fall flattery. Here a slender stalk of bright blueberry wool: the neckline is pared; the sleeves mushroomed importantly. By *Jr. Sophisticates*. About \$50, at leading stores.



Your choice of
three absorbencies—
Regular, Junior
or Super Kotex

More women choose Kotex than all other sanitary napkins*

All of this can be observed or is a matter of record. Where the continuum breaks is in the character and personality of William Faulkner himself. He prefers to be an enigma and one can believe that he will always remain one, even to himself, for his inconsistencies go beyond artistic license or mere eccentricity. His is not a split personality but rather a fragmented one, loosely held together by some strong inner force, the pieces often askew and sometimes painfully in friction. It is to ease these pains, one can guess, that he escapes periodically and sometimes for periods of weeks into alcoholism, until his drinking has become legendary in the town and in his profession, and hospitalization and injections have on occasion been necessary to save his life. After one of these episodes he returns for a relatively long period to an existence of calm sobriety: he is not an alcoholic but perhaps more accurately an alcoholic refugee, self-pursued.

The war within can be seen in many aspects. He is thoughtful of others and oblivious of others; he is kind and he is cruel; he is courtly and he is cold; he is a philosopher at large who has no integrated philosophy; he loves the South and feels revulsion for the South; he is a self-effacing but vain man who longed for recognition and rebuffed it when it came; a man of integrity who has contributed to a false legend about himself. Of much more serious importance, he is a great writer and a bad writer. His best work ranks with the best in the world, and his worst ranks, if not with the worst, then with the merely mediocre, with the potboilers and self-conscious effusions of experimental Art—"flagpole sitting," as he had called it—which he (or one part of him) scorns.

The Faulkner-Sartoris saga

ONE of the virtues of Faulkner's best work is its sense of the past, so that every event is seen in deep perspective, colored and shaded like a forest floor, where today's growth feeds and blooms on the refuse of the past and will itself become food for the future. This derives from his own sense of the past: the past of the South, of his county and town and especially of his family. For the Sartoris family, whose exploits and agonies occupy one novel and one volume of short stories and who appear as leading or supporting characters in many of the other works, have a basis in reality. They are, in fact, the Falkners (or Faulkners), as seen from William Faulkner's point of view and as molded by him to suit the needs of fiction.

Like any contemporary Sartoris, William Faulkner can be comprehended only in relation to far-off events, not simply those of his own childhood but of generations preceding. He is the product and to some extent the victim of circumstances whose beginning can be dated in 1839 with a characteristic scene of Faulknerian violence.


In that year (as it is told in the Falkner family) William Cuthbert Faulkner, his great-grandfather, then aged 14, quarreled with his younger brother James, bloodied his head with a hoe, and was so severely whipped by his father that he ran away from home (this was in Missouri, whither the parents had migrated from Tennessee) to Ripley, Miss. There he had an uncle, a schoolteacher named John Wesley Thompson. He arrived after many difficulties to find that his uncle was in jail at Pontotoc, the county seat, charged with murder.

While the boy sat on the steps of Benjamin Anderson's tavern, dirty and tired and sunk in discouragement, a little girl named Elizabeth Vance noticed him and asked if she could be of help. When he answered that he would like a glass of water, she ran home to get it and told her mother about the "little old tramp boy." The mother went to investigate, and upon learning his name and why he was there invited him in, for she and her husband were friends of Thompson's. They fed him and washed his clothes and next morning sent him by stagecoach to the county seat. But the little girl felt a proprietary interest in him and when he was leaving she began to cry. It is related that young William embraced her and said, "Never you mind, Lizzy. When you grow up, I'm a'comin' back here and get you and marry you!"

At Pontotoc his uncle arranged for the boy to be fed and lodged until the trial was over. Thompson was acquitted and took William into his home at Ripley and treated him as his son. While in jail Thompson had read law and afterward set himself up as a lawyer. William worked as his clerk, studied law and finally became his uncle's partner. He married a Knoxville girl named Holland Pearce and they had a son, John Wesley Thompson Faulkner. But Holland Pearce soon died and when the Mexican War came William volunteered as a private. He was a captain when he came back at the war's end and, as the ranking officer, led a grand ball in honor of

CONTINUED ON NEXT PAGE

Rich... in Quality... budget-priced



STEWART-WARNER
21" Console TV

Everything you've ever hoped for in TV—Stewart-Warner's exclusive new THUNDERBOLT Chassis that gives you perfect picture detail and stability... Full U.H.F. and V.H.F. Coverage... unsurpassed TV performance in a delightful curved front, decorator-styled console cabinet. Choice of lovely Mahogany or modern Blonde Oak. Other models in 21", 24" and 27" screen sizes.

Stewart-Warner Electric
Chicago • In Canada:
Belleville, Ontario

STEWART-WARNER
Your Theater of the World

© 1953

Claims!
Claims!
Claims!
But now comes this solid
FACT!

HERE is a Guarantee with teeth in it! "If, after 500 miles," it says, "you are not satisfied RING-FREE is doing these things... your money will be refunded by your dealer immediately."

Sweeping aside empty claims, Macmillan backs up every statement about RING-FREE Xtra Heavy Duty Motor Oil with this iron-clad Guarantee.

Could we possibly make a stronger statement than that? Could we give you greater assurance that you will get what we say you will get? Could there be a more sincere, down-to-earth pledge than that?

Macmillan
President

MACMILLAN PETROLEUM CORP.
LOS ANGELES • CHICAGO • NEW YORK

Guarantee

Because Macmillan Ring-Free Xtra Heavy Duty Motor Oil will remove carbon, retard oxidation, resist heat, prevent corrosion, and noticeably reduce friction, we guarantee it will:

- 1 Increase the horsepower of your engine.
- 2 Give more miles per gallon of gasoline.
- 3 Prevent valves from sticking, including hydraulic valve lifters.
- 4 Reduce annoying engine "ping".
- 5 Reduce wear and repair.

Drain and refill with Macmillan Ring-Free Xtra Heavy Duty Motor Oil, and, if after 500 miles you are not satisfied that Ring-Free Xtra Heavy Duty is doing the things listed above, your money will be refunded by your dealer immediately.

Macmillan Petroleum Corporation
LOS ANGELES • CHICAGO • NEW YORK

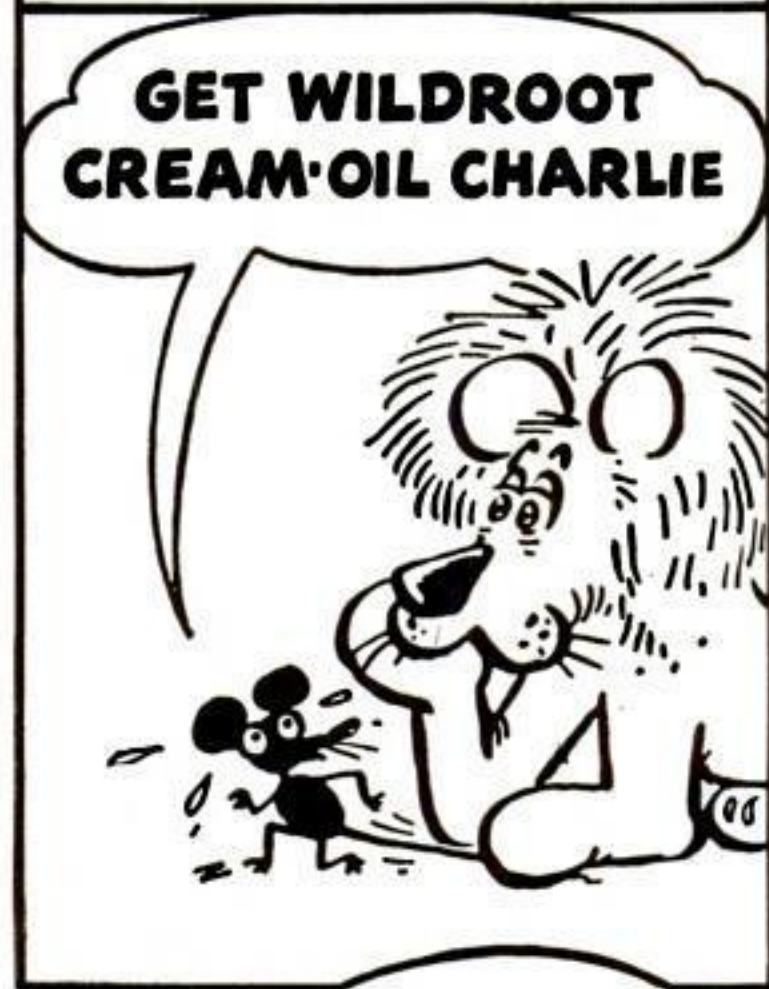
CLIP OUT AND MAIL—

R. S. Macmillan, President, Dept. L7
Macmillan Petroleum Corporation, 530 West Sixth St., Los Angeles 14, California

Please send me your folder—"The Oil that Pays for Itself in the Gas It Saves." Also tell me my nearest Macmillan Oil dealer:

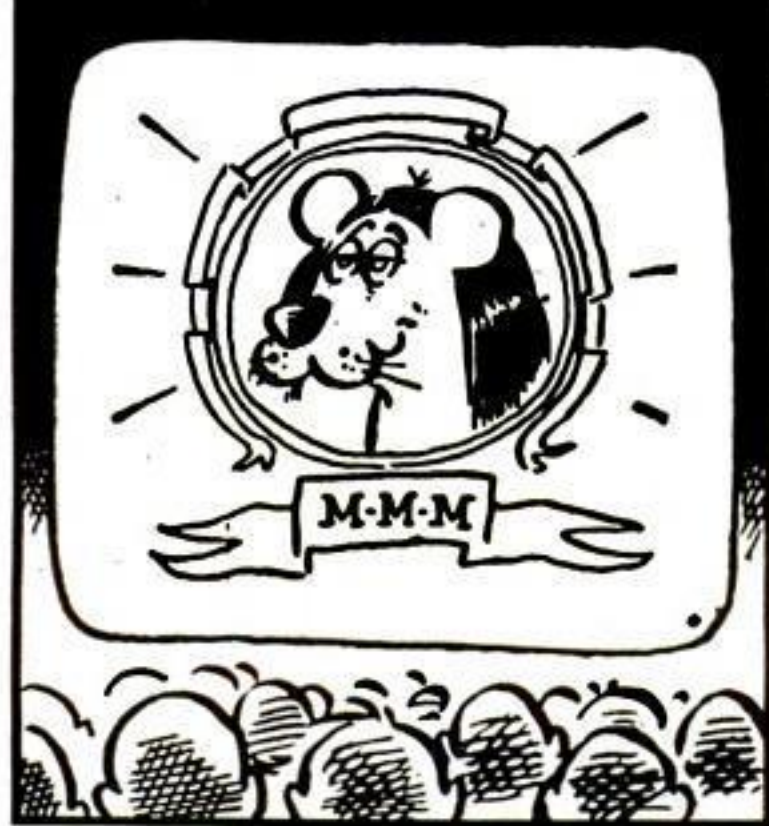
Name _____

Address _____



EVEN A BEAST LOOKS BETTER WITH WILDROOT CREAM-OIL. IT KEEPS HAIR GROOMED NATURALLY ALL DAY, WITHOUT GREASINESS. NO DRYING ALCOHOL. NO HARSH SYNTHETICS. CONTAINS NATURE'S MAGIC LANOLIN, SO MUCH LIKE THE NATURAL OIL OF YOUR HAIR AND SCALP. TRY A BOTTLE OR HANDY TUBE TODAY.

WILDROOT CREAM-OIL HAIR TONIC
29¢ and 59¢



FAULKNER CONTINUED

the local veterans. The young lady selected to lead it with him, a former resident of Ripley and at that time "a distinguished guest" visiting in the town, was Elizabeth Vance. And so he again met "Lizzy," grown up and a beauty. They fell in love and were married.



"OLD COLONEL," Faulkner's great-grandfather, began the dynasty, became its deity.

Here, obviously, is material for a novel, or for a family legend, embellished in the Southern fashion, filled out with detail and colored in the telling and retelling until it assumes the flavor and dimensions of a saga or even a myth. But Great-grandfather William had at this stage barely begun his career. The legend was to grow and grow.

With the outbreak of the Civil War he raised a volunteer regiment, the 2nd Mississippi, and rode off at its head to take part in the first Battle of Bull Run. Evidently he was a daring soldier, but the same hot temper that had started his adventures remained unchecked and he made enemies among his men. At the yearly election of officers they chose another leader and demoted him from command. Thereupon he rode back to Ripley, raised another regiment of volunteers, the 7th Mississippi Cavalry, and galloped off, again a colonel, to serve with gallantry under the command of Nathan Bedford Forrest.

Afterward he came back to his law practice and took a leading part in the reconstruction of Ripley and its surrounding Tippah County. Soon—by 1868—he had conceived the idea which was to dominate the rest of his life and which eventually would cause his death. He decided to build a railroad to link Ripley with the commerce of the middle South, up to Middleton, Tennessee, and with that purpose enlisted a partner named Richard J. Thurmond, a local banker and lawyer. In 1872 the road was finished. It was hardly a Northern Pacific—a narrow gauge line of 24.4 miles, with rolling stock for only two trains—but while smaller than it is made to seem in the Faulkner family annals, it still was a bold venture considering the times and circumstances. With his prosperous law practice, his political interests and his distinguished military record, it established Colonel Faulkner unquestionably as one of the state's first citizens.

Probably it was about this time—the family records are not clear—that the colonel changed the spelling of his name. There were, so the story goes, "some no-good people named Faulkner down around Pontotoc" and, as Colonel Faulkner's prestige grew, so did his irritation at being asked if he were related to them. Finally he dropped the "u," becoming Falkner, to put an end to it.



FATHER was a kindly man but lacked fire. Painting is by his wife, "Miss Maud."

To his already full life he now added authorship. In 1880 he produced *The White Rose of Memphis*, a melodramatic novel that became one of the great popular successes of its era: it sold 160,000 copies and ran through 35 editions, and was reissued again only last spring. Two years later he wrote *The Little Brick Church*, designed as "an answer to *Uncle Tom's Cabin* from the South." In 1884 he brought out *Rapid Ramblings in Europe*. He wrote these books, and his essays and poems and letters to the editor and a great quantity of personal correspondence, usually at night, in his office, with his faithful body servant Nathan to whisk away the flies and supply him with the bourbon whisky which he consumed in large amounts. He often worked well past midnight, and then, to relax his mind and body for sleep, frequently bowled for half an hour or so on the alley he had set up in his front yard, with Nathan as pin boy.

Writing was only a pastime, however. The railroad remained



HIS GRANDPARENTS, "young colonel" and wife, were alive in his boyhood.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF**

WITH



The way
thousands
of physicians
and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

BUY FUN FOR THE KIDS!



When you reward them with Double Bubble Gum the dishes will sparkle like their eyes. Ideal, too, for treats at parties and picnics. Buy the handy "take-home" packages.

CONTINUED ON PAGE 130



THE GIRDLE THAT WALKS AND WON'T RIDE UP!



Walking, stooping, bending, sitting . . . whatever you're doing, lightweight, boneless SARONG always stays in place. Yet it's completely action-free! The exclusive, patented criss-cross front gives complete freedom; also flattens the stomach. Long-cut back gives perfect thigh control. No thigh bulge—not a bit—even when you sit. Just a smooth, unbroken dress line. Zipper, pull-on, 8 panel and Hi-Top styles. Sizes 24 to 40 for all figure types. At all good stores, **7.95 to 15.00.**

*Sarong Jr. girdle, small, medium, large, 5.95,
packed in this gay colored box.*



Sarong[®]
BRAND GIRDLE

If you can't find SARONG in your town, write us and we'll tell you where you can buy it.
I. NEWMAN & SONS, INC., 200 Madison Avenue, New York 16, N. Y.
In Canada, SARONG Girdles by Dominion Corset Co., Ltd.

GIRDLE PATENT NO. 2445322 • TRADEMARK REGISTRATION WORD SARONG NO. 553626

Will Your Car
Start
Tomorrow
Morning?



See Your Mobilgas Dealer
and Find Out with a

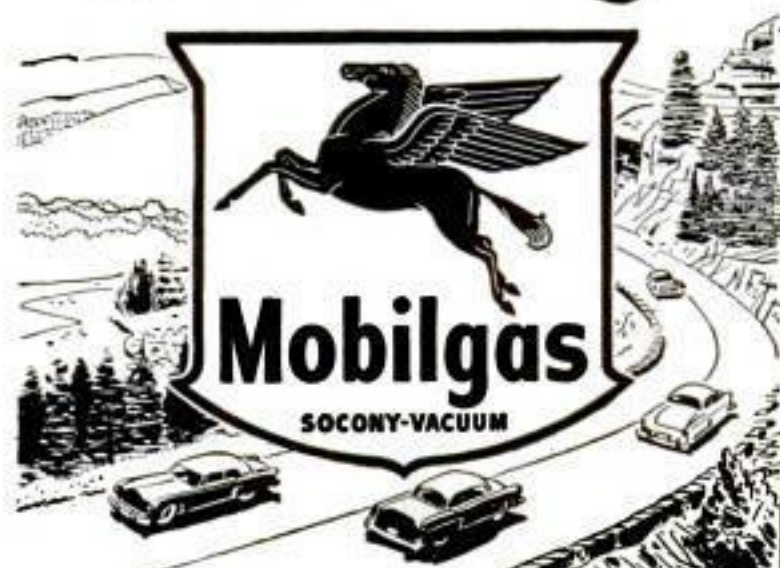
**Mobil
Battery
Check**



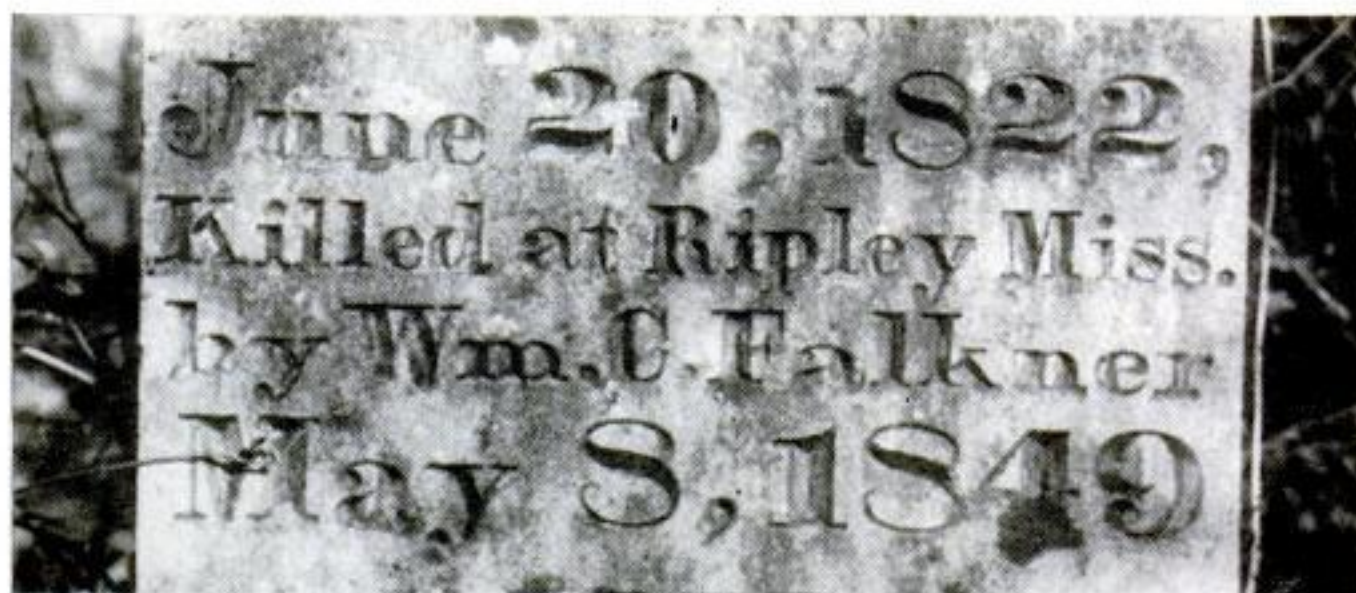
Fast, Free Service

Now's the time for a fast, free battery check with exclusive Mobil Start-O-Scope. Tells you immediately the condition of your battery. Need a new battery? Mobil "210," of course!

**Mobil "210"
Battery**



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates:
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



ACCUSING TOMBSTONE in the Hindman family cemetery near Ripley, Miss. marks the grave of Robert Hindman, who was killed by Colonel William C. Falkner, the present William's fiery great-grandfather, in an obscure quarrel.

FAULKNER CONTINUED

his preoccupation, becoming finally almost an obsession. In 1887-88 he and Thurmond had extended the line south to Pontotoc. His ultimate goal was Gulfport, far to the southeast. Thurmond objected and, since he was as strong-willed and short-tempered as the colonel, their argument developed into a rancorous feud. It was finally agreed that they would draw lots, the winner to buy out the loser at the latter's own price. Thurmond lost and set his price so high that no one imagined Falkner could pay it. But he sent couriers around the town and county to all the members of his old 7th Cavalry. From their small private caches, from fruit jars, strongboxes and secret chimney recesses came enough so that, together with the money he could borrow in New York against his own half-interest, he could meet the payment, with less than a thousand dollars to spare. Soon afterward he ran for the state legislature so that he could steer a rate increase bill through its course.

Thurmond filed against him for the legislature and lost. A few hours after the election results were announced, Falkner was passing Thurmond's office. Just outside the door he was stopped by several of Thurmond's henchmen. They said they wanted to congratulate him. He chatted with them for a few moments and then (according to the Falkner family version) turned to see Thurmond standing inside the doorway leveling a pistol at him. The shot struck him in the mouth and the ball lodged in his throat. He died that night.

Thurmond was tried for murder but pleaded self-defense and produced witnesses to swear that Colonel Falkner had drawn first. The town considered this credible, as he had shot and killed other men over antagonisms less deep than he felt for Thurmond. The trial resulted in acquittal and Thurmond moved to North Carolina where he made a new fortune in textiles.

Always the heroes

WILLIAM FAULKNER's readers will have no difficulty in identifying Colonel Falkner as the Colonel John Sartoris of *Sartoris*, *The Unvanquished* and various other novels and stories. It is all there, colored and modeled, naturally, in the interests of fiction and magnified to heroic proportions, so that Colonel Sartoris becomes the quintessence of his time and class, yet perhaps no more magnified in the fiction than in the Falkner family. A friend of the family has observed, "The Falkner men are always the heroes and the Falkner women the heroines of their own stories." Colonel Falkner had been dead eight years when his great-grandson and namesake was born. He had been long since enshrined as a household deity, and the books and stories show that he was among the strongest influences of William Faulkner's life.

William Faulkner descends from him through the line of John Wesley Thompson Falkner, the only child of Holland Pearce. John was known as "the young colonel," an honorary title which, it is explained in the Falkner family, he "inherited" from his father, who is referred to as "the old colonel." John Wesley Thompson Falkner married Sallie Murry and had three children, a girl named Holland and known as "Antee" (pronounced Aunt T), a boy named John Wesley Thompson Falkner ("J.W.T. II," now Judge Falkner of Oxford), and Murry. The latter married Maud Butler of Oxford and became the father of four sons, among whom the first was William Faulkner, born on Sept. 25, 1897 at New Albany, Union County, about 35 miles from Oxford.

How the Falkners moved from New Albany to Oxford, an event of considerable importance in literary history—since otherwise, presumably, the Jefferson of the stories would resemble New

CONTINUED ON PAGE 133

**PHILLIPS'
MILK of MAGNESIA
TABLETS**

**SETTLE
UPSET
Stomach**



● As delightful to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring you almost instant relief from acid indigestion with its accompanying upset stomach and heartburn. Carry the handy pocket tin with you at all times! 30 tablets—28¢.

**LOOK YOUR BEST
WEAR**

BEE HATS



**FINE QUALITY FUR FELTS
First Choice of Smart Men!**



**\$5.00
to
\$10.00**

BEE HAT COMPANY

1021 WASHINGTON AVE. • ST. LOUIS 1, MO.

There's **One Sure Way**
to get the finest, most frequent
THRU-EXPRESS
SERVICE

to all parts of America



In the whole field of travel, only Greyhound can give you such an amazing number and variety of *Thru-Express* schedules, stretching from coast to coast, from Canada to Mexico, serving all principal American cities.

This means: No change of bus or baggage on scores of direct, scenic highway routes . . . the same comfortable coach straight through to your destination . . . the dependability of the Greyhound organization, with its skilled drivers, its easy-riding, well-kept coaches.

Greyhound *Thru-Express* Service saves hours on many trips—yet there's no extra fare for this extra fine service—the cost averages less than 2 cents per mile!



Save extra hours—extra dollars!

Eliminating many local stops, *Thru-Express* Service gets you there faster—at less than one-third driving cost.



Forget about schedule connections

No more worry about making connections en route, when you ride Greyhound's *Thru-Express* Schedules.



Arrive at heart-of-town terminals

Arriving by Greyhound, you're at the heart of town—in the center of shopping, entertainment, business.



No change of bus on hundreds of trips

Thru-Express means no bother changing coaches—and your luggage is checked straight through with you.



Sit back and relax behind expert drivers

World's finest drivers, famous for safe and courteous service, pilot your *Through Greyhound* bus.



Smoothest ride! New Air-Suspension Buses

Famous new *Highway Traveler* buses cushion you on air, for world's smoothest ride. No conventional metal springs!

Go Greyhound!

...THE ONE SURE WAY TO SOLVE TODAY'S DRIVING PROBLEMS

FREE! Gay Pleasure Map of America

Send this coupon to Greyhound Information Center, 71 West Lake, Chicago 1, Ill. for your copy of a full-color, illustrated map—suitable for framing. Contains details on thrilling Expense-Paid Tours.

Name.....

Address.....

City & State..... L-9-53

"Fresh up" with Seven-Up!

Copyright 1953 by The Seven-Up Company



Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store.

The All-Family Drink!
You like it...it likes you!

With the pyramids built and Gaul divided into three parts, nothing is so pleasant a reminder of the present, no reward for good work so good . . . as sparkling, crystal-clear 7-Up! What's more, 7-Up is so pure, so wholesome that teens deep in "trig" and tots with their crayons can "fresh up" as often as they like!



Buy 7-Up wherever you see those bright 7-Up signs.



FAULKNER CARTOONS were drawn for 1921 annual at the University of Mississippi, where he was a special student. He drew this one for a social club.

FAULKNER CONTINUED

Albany and would be populated by a different cast of characters—forms still another epic of Sartoris-Falkner derring-do. As it is related in the family, a druggist named Walker made a slurring remark about Antee and this was brought to the attention of Murry. Enountering Walker on the street, Murry slapped him across the face and informed him that he would come to the drug-store that night to thrash him. When he arrived, he went first to buy a headache powder from a clerk. Turning to look for Walker, he saw him standing behind him with a raised pistol. Walker fired and Murry was hit in the mouth, exactly as the old colonel had been, even losing the same teeth. He fell to the floor, whereupon Walker emptied both barrels of a shotgun into his back.

His father, the young colonel, was in Oxford at the time but galloped back when he heard the news, cornered Walker in a hardware store, grabbed the lapels of his coat with one hand and with the other emptied a horse pistol at him. But all six shots mis-fired, and Walker managed to break free, draw his gun and shoot the young colonel.

Somehow, in spite of all the gun play no one was very seriously wounded. Because of this and the court's inability or unwillingness to fix the blame in an affair of honor, all parties were allowed to go unpunished. At this point Murry's wife, Miss Maud, made the historic decision. There had been enough shooting, she said, and if they stayed in New Albany there was sure to be more, and she was moving the whole family to Oxford; and she did.

'... a writer like my great-granddaddy'

THE first home there was a fine old house on Van Buren Avenue, with stained glass in the windows and huge oak trees on a long expanse of green lawn. When William was about five they moved to a house on South Lamar, a few doors away and across from the young colonel's mansion; near also to the house where Miss Maud now lives; and near the Oldhams, whose eldest daughter Estelle was to become William's youthful sweetheart and later his wife. In this house he passed his boyhood, and for the most part these years seem to have been unexceptional. He played baseball, worked practical jokes on his younger brothers and other playmates, shot pedestrians with a water pistol full of "stink water" from the gallery of his uncle J.W.T. II's second-floor office and was kept home from the circus that day because of it. He roamed and fished and hunted in the woods and fields. He was a fair-to-good student but liked to draw pictures in his books, and drew them so well that the family predicted that he had inherited an "artistic bent" from his grandmother Butler (Miss Maud's mother, an amateur sculptress) and would turn out to be a painter. But his own ambition was different and evidently was formed while he was very young. When the teacher would ask the children to stand up and tell the class what they wanted to be when they grew up, Billy—Leo Calloway, his seat mate in the third grade, now a rural mail carrier, remembers that it was always the same—would rise and say, "I want to be a writer like my great-granddaddy."

And looking back now, his family can see, as his uncle J.W.T. II says, "He never *was* nothin' but a writer." The quality that is called creativeness in a writer is closely akin to lying and, in turn, to what in children is called "imagination." Billy was a storyteller of such precocity that even then he could use the gift to avoid unpleasant work: his playmates did his chores while he entertained them with tales. His cousin Sally, Antee's daughter, remembers, "It

CONTINUED ON NEXT PAGE

Sportscar enthusiast **BOB FELLER** says:



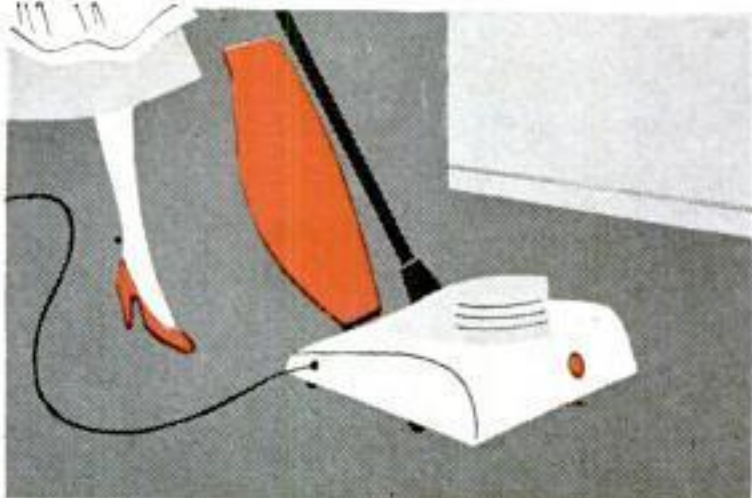
"It pays to change your Oil Filter regularly"

Bob Feller knows engines from the ground up . . . prides himself on tuning his sports and family cars to run smooth as silk. "To get the most out of your engine," says Bob, "keep a clean Purolator Oil Filter on the job. It'll save you plenty on expensive engine repairs."

Bob Feller, American League strike-out king— with the Cleveland Indians



This means trouble! Your oil filter gets so clogged with road dust, hard carbon and sludge in 5000 miles or less of ordinary driving, it can't keep up its engine-saving work.



Just as a vacuum cleaner bag has to be emptied and cleaned from time to time, you must remove your old oil filter element. Replace with a clean, new Purolator* Refill—at regular intervals.



Purolator's accordion-pleat design (see simplified cut-away) gives up to 10 times more filtering area than ordinary types. Purolators are specified on more makes of cars than any other oil filter.



You save expensive engine repairs if you keep a clean Purolator Oil Filter Refill on the job. By trapping dangerous abrasives you can't even see . . . Purolator keeps your engine running cleaner, smoother, longer.

SEE YOUR SERVICE MAN TODAY...


he'll install a clean, new Purolator Refill. Purolator Micronic* Refills come in a full range of sizes. There's one engineered for your car. Costs as little as \$1.60. Takes just a few minutes to put in.

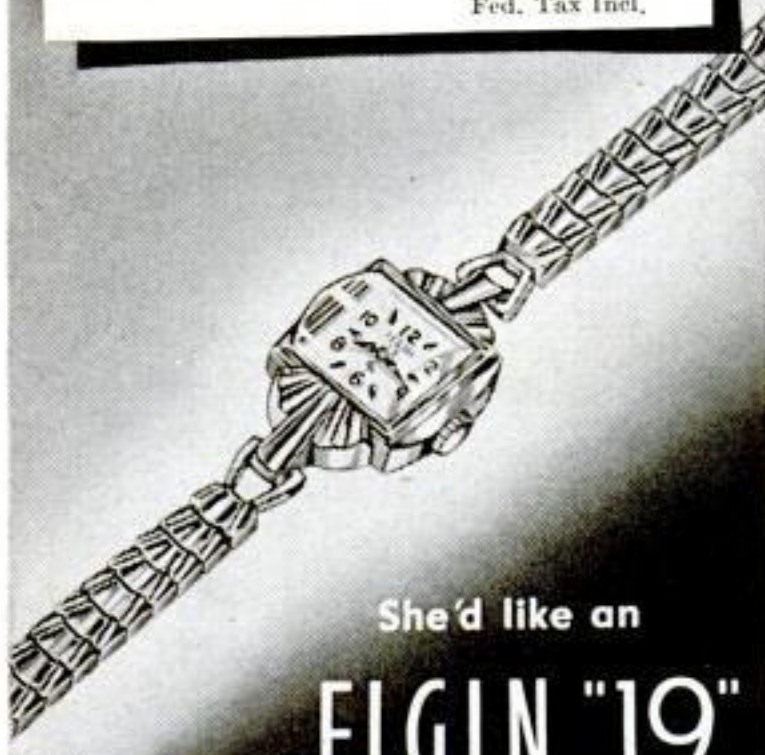
CHECK YOUR OIL FILTER EVERY TIME YOU CHANGE YOUR OIL

PurOlator
World's finest **OIL FILTER**



#Reg. U. S. Pat. Off.


**If her birthday
is between
Sept. 23 and Oct. 23**
 Her sign is Libra. Artistic and idealistic, she lives for romance, beauty. She'd love this 19-jewel Elgin Rita with Hadley expansion bracelet. It has the heart that never breaks—Elgin's guaranteed DuraPower Mainspring. \$69.50
Fed. Tax Incl.


 She'd like an
ELGIN "19"
 RITA \$69.50

FREE

20-
page book
"Which Floor Goes Where"

Tells you what to put over wood or concrete—on, above or below grade. Thoroughly explains differences in resilient floor coverings. Includes a section on walls . . . another on floor and wall maintenance.

MAIL THIS TODAY

Dept. L-1
Congoleum-Nairn Inc.
Kearny, N. J.

Please send me your free book on flooring problems—without any obligation on my part.

Name

Address

City..... Zone... State....

GOLD SEAL

**FLOORS
AND WALLS**

CONGOLEUM-NAIRN INC.,
Kearny, N. J. ©1953



FAULKNER CONTINUED

got so that when Billy told you something, you never knew if it was the truth or just something he'd made up." Perhaps the real world and the world of imagination have never since that time been really separated in Faulkner's mind, and what might be exaggeration or broken promises or even lying in others can be equated in him, as undoubtedly he equates it, with personal honesty.

This imagination could not fail to be deeply stirred by the stories of the old colonel; nor, later, could it be unmoved by the contrast between the present and the past, a contrast not only in the physical aspect of the land and forests, and not only in the spirit that marked the old colonel's time and his own, but in the situation of his family. The young colonel (the elder Bayard Sartoris of the stories) was a venerable figure of Faulkner's childhood, a dignified and also an exceptionally stubborn man of whom it has been said, "When he was sot, a meetin' house wasn't no sotter." He improved and extended the railroad and branched out in Oxford as a local capitalist, becoming president of the First National Bank. When he lost control of it to a shrewd back-country financier named Joe Parks (Bayard's loss of the Sartoris bank to Flem Snopes is mentioned in several stories), he withdrew all his money and, so the legend goes, put it in a water bucket, carried it across the courthouse square and deposited it in the rival bank. He was a heavy drinker, and nearly every year, an event almost as predictable as an equinox, he would order his bags packed, mount his fine carriage, and be driven off by his Negro body servant Ned to the Keeley Institute for the "cure." He was chivalrous, honorable and brave, but for all that, he was by no means the man his father had been.

In his younger son Murry, William Faulkner's father, the fire that drove the old colonel had burnt itself almost to an ash. The old instincts were there, as evidenced in the affair of the cad-dish druggist, but they were feeble. He dropped out of his class at Ole Miss, worked fitfully at a number of jobs, excelling at none, and became a conductor on the family railroad. This was his job at the time William was born. After the move to Oxford he went into the livery business and ran a stable for 10 years. Then he spent eight years in the hardware business. Finally in 1918 he was appointed secretary and business manager at Ole Miss, and held that job until his death. He was a kind, good-humored man who made a living and had some admirable qualities. On the other hand he was not even a pale carbon of his grandfather, and the circumstances under which he and his family lived differed greatly from the aura of physical and spiritual grandeur in which the old colonel had moved.

Looking around him at other Oxford families, William Faulkner could see that this was not unusual, that what had happened to the Faulkners evidently was part of a larger socio-historical event. To a considerable extent his books seem to be an attempt to grope through to an explanation of this event.

A guide to Faulkner's books

It has been a process often inconsistent in purpose, in method, in thought and in the literary quality of its results. Reading the books is a good deal like mining for gold. The finest ones are *The Sound and the Fury*, *As I Lay Dying*, *Light in August* and *The Hamlet*. The worst are *Mosquitoes*, *Pylon* and the novelette called *The Wild Palms*. The intervening strata are occupied by *Soldier's Pay* and *Sartoris*, both competent but undistinguished; *Absalom, Absalom*, a long, undisciplined and difficult novel with patches of splendid writing; *Sanctuary*, Faulkner's most famous book, roughly half gold and half dross; its sequel, *Requiem for a Nun*, his most recent book, mostly trash; *Intruder in the Dust*, a good mystery story badly confused by Faulkner's theories on the race problem in the South; *The Bear*, a fine symbolic nature story marred by a turgid and discursive ending; *Old Man*, another novelette, a great story of a convict adrift on a Mississippi flood; and the many short stories, some of them, like *A Rose for Emily* and *Red Leaves*, as superb in their medium as his best novels, some others pointless or dull or both.

In Faulkner's writing, life has no meaning except to the individual. There is no moral law beyond what in an older day might have been called "the code of the gentleman": "courage and honor and pride, and pity and love of justice and of liberty." But to keep this code brings no rewards beyond self-respect, it brings no salvation, no protection, for the "good" and "bad" characters are damned impartially to futility. The rare exceptions are made usually for "bad" people, who triumph over what, in any ordinary lexicon, would be called virtue.

Yet, while so often rewarding the "bad" and penalizing or frus-

CONTINUED ON PAGE 136

Extra Value! Extra Style!
 in **SANTONE**
 by Juvenile
Jackets

 COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE
 Guaranteed by Good Housekeeping

SANTONE JACKETS are beautifully styled, and have all wool inter-lining. Wind and crease resistant, water and spot repellent. With or without fur collars. Sizes 2 to 12. At better stores.

Your dealer also features Santone boys' Shirts, Pants, Suits, Coats, Crawlouts, Coveralls, Creep-A-Longs, Ves-T-Alls . . . and the famous Lucky Star Jeans and Jackets for boys and girls.

THE JUVENILE MFG. CO., INC. - SAN ANTONIO
Ease SUMMER COLDS and HAY FEVER TAKE Tabcin


 AT ALL DRUG STORES • 45c and 75c SIZES

Whenever you write to LIFE about your subscription Be sure you've included your postal zone number!

Relieve **TIRED EYES**
 Ask for LAV-OP-TIK

 ● Bathe eyes often with cooling, soothing LAVOPTIK Eye Lotion. Quickly relieves itching, burning eyes. All druggists have.

**FAVORITE FOODS
SOUR YOUR TUMMY?**

Sweeten it fast with
TUMS

 10¢ TUMS STOMACH DISTRESS FOR THE TUMMY
 GUARANTEED TO CONTAIN NO SODA

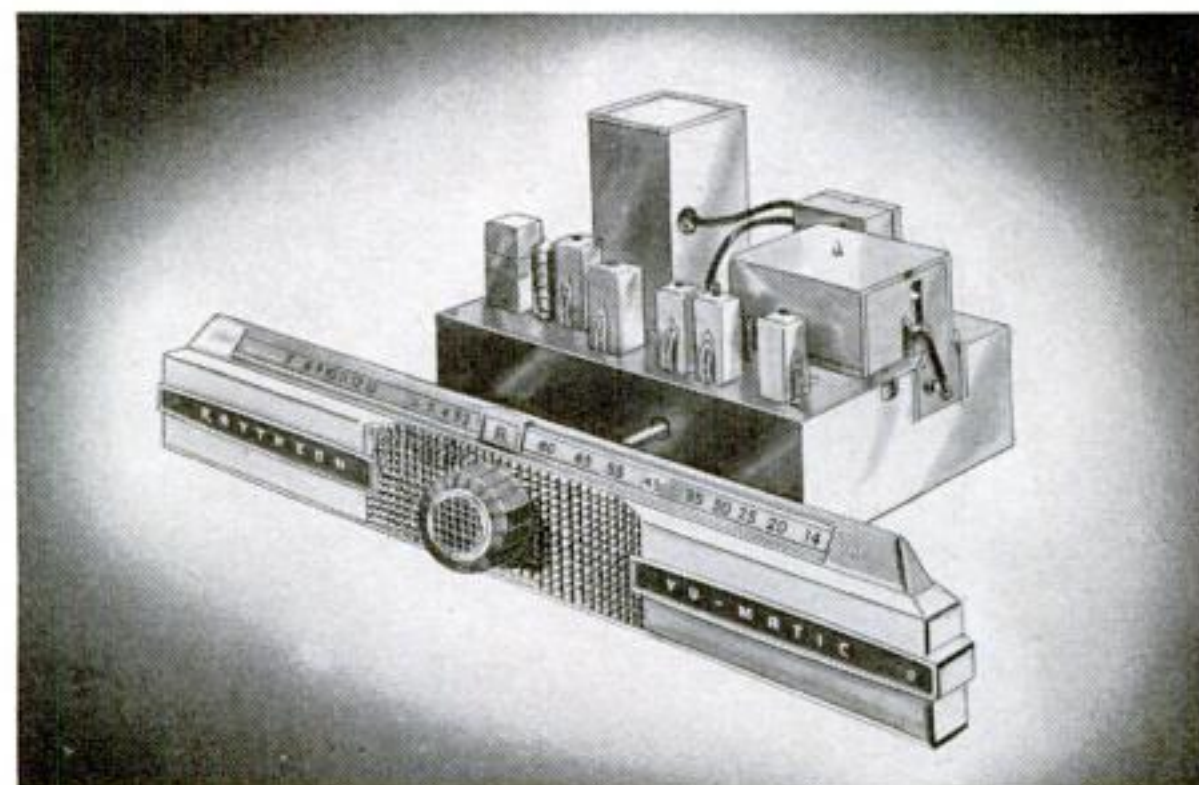
RAYTHEON TV

Years ahead in Engineering Design with **VU-matic CONTROL**

ONE KNOB TUNES ALL 82 VHF-UHF CHANNELS—AUTOMATICALLY



THE WESTMINSTER, UC-2403 Smart, simple cabinet style emphasizes 24" screen. Full year warranty, not just 90 days. \$499.95. Prices and specifications subject to change without notice.



Raytheon VU-matic* Control

ONE KNOB AUTOMATICALLY

- Tunes all 82 VHF-UHF channels
- Switches in the VHF or UHF antenna
- Selects the proper VHF or UHF circuits
- Switches in two extra UHF amplifiers
- Shuts out annoying picture interference
- Stops radiation by electronic shielding

Truer pictures • Greater power in far-out areas • Trouble-free performance

Buying your first TV—or replacing that small screen “peep-show” set? It will pay you to take a look at Raytheon’s three big plus points: **1.** Photo-clear pictures from a chassis that’s *engineered* to last longer. **2.** A perfected tuner that was first to tune all VHF-UHF channels—and assures finer program reception in any TV area. **3.** Choice of superbly styled modern and classic designs—each a crafted piece of furniture you can be proud of.

Here’s the big screen set that *invites* your comparison. Tops in TV

engineering, made by the world’s largest manufacturer of UHF television receivers. Turned on or off, Raytheon’s Continental and Suburban lines are *built* to be best—and look the part!

Ask your Raytheon dealer to show you the secret of Raytheon’s better fringe area performance—circuitry that amplifies weakest signals *2½ million times!* See VU-matic Control in action—it’s the year’s greatest technical advance in TV.

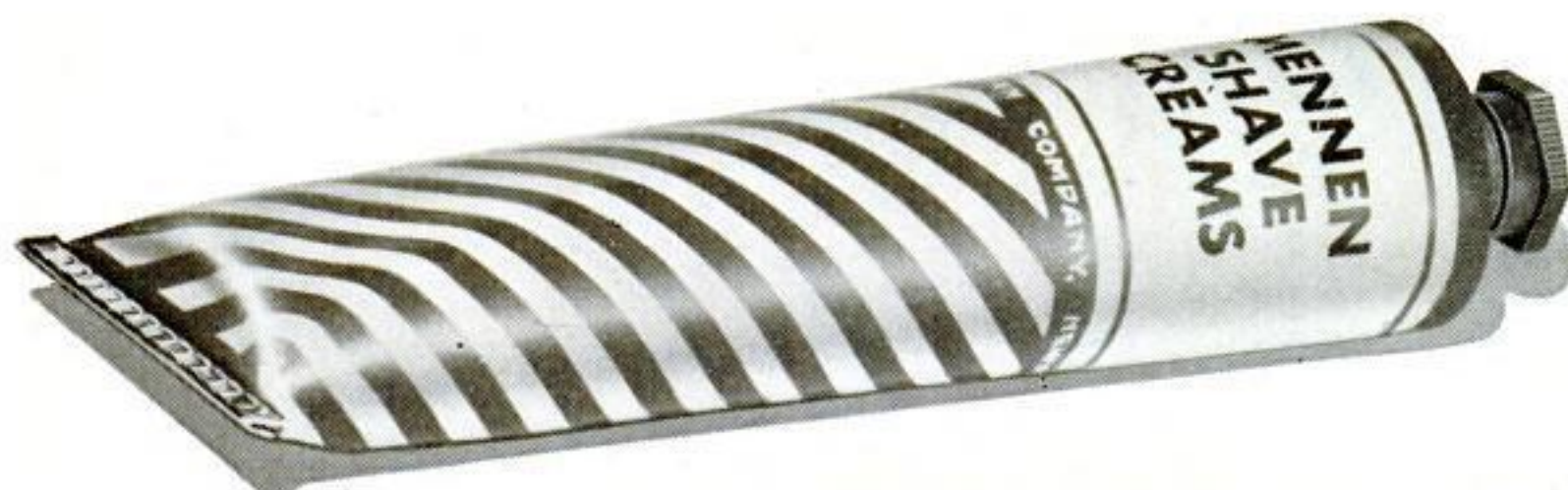
It will pay you to see Raytheon before buying a new TV set!

*Trademark

Built FOR TODAY... **RAYTHEON** *Designed FOR TOMORROW*

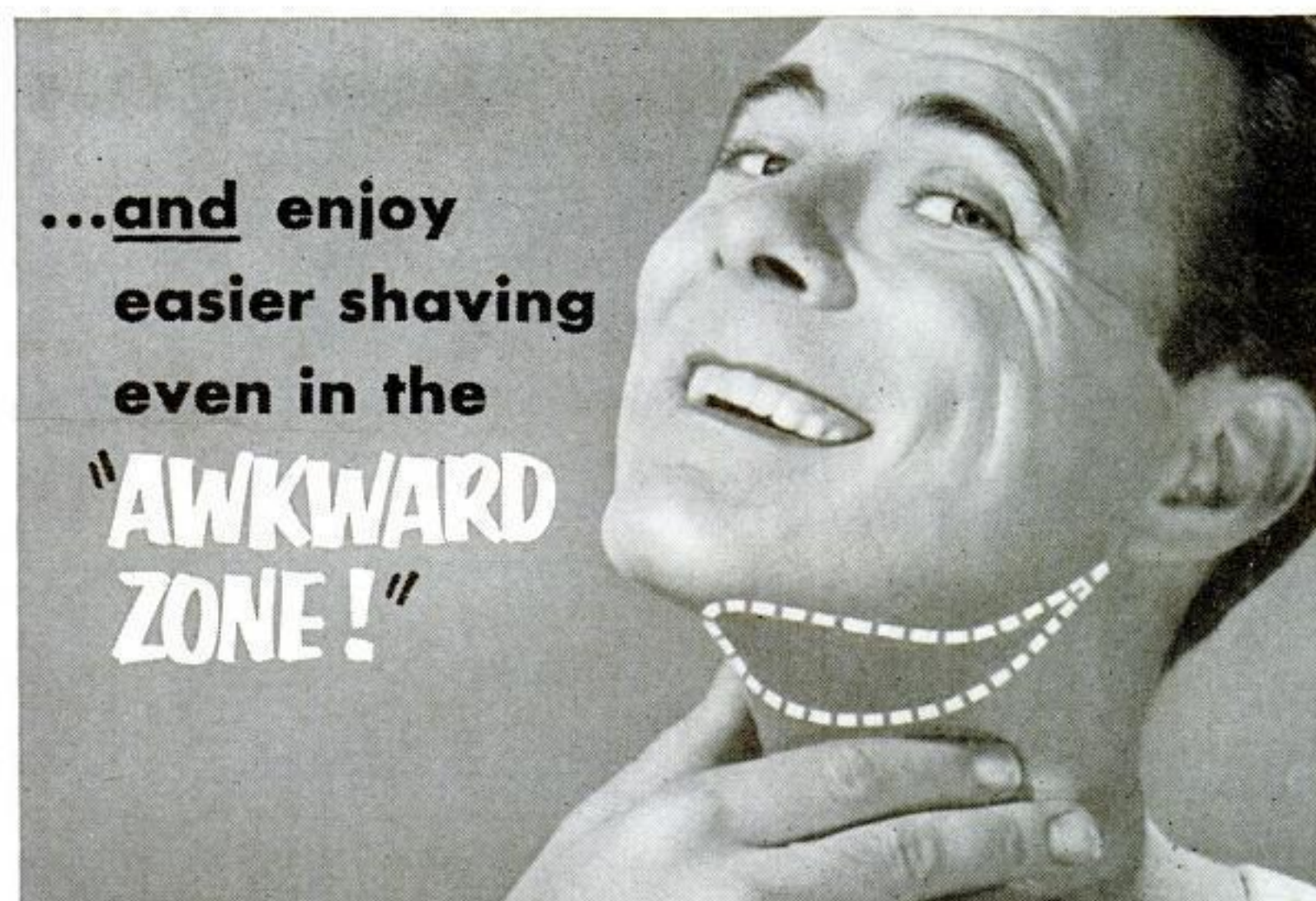
RAYTHEON MANUFACTURING COMPANY—TELEVISION AND RADIO DIVISION, 5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

RAYTHEON MANUFACTURES TELEVISION AND RADIO TUBES • INDUSTRIAL AND POWER TUBES • TELEVISION AND RADIO SETS • GERMANIUM PRODUCTS • DIATHERMY EQUIPMENT • ELECTRONIC COOKERS • ELECTRONIC MARINE EQUIPMENT
ELECTRONIC DUPLICATORS • INDUSTRIAL EQUIPMENT • ULTRASONIC MACHINE TOOLS • AND ELECTRONIC TUBES, SONAR, RADAR AND COMMUNICATIONS EQUIPMENT FOR THE UNITED STATES GOVERNMENT



MAKE BLADES LAST LONGER

with the super whisker-wilting action
of any Mennen Shave Cream!



...and enjoy
easier shaving
even in the
"AWKWARD
ZONE!"

WHAT DO you want most in a shave cream—? Easier shaves? More comfortable shaves? Cleaner, closer, longer-lasting shaves—?

THEN—you want one of the 3 shave creams that make even the best razor blade last far longer . . . Here's why:

IF YOU'VE ever used tools, you know that hard, tough materials dull sharp cutting-edges far faster and sooner than soft materials. Your beard is no exception. Mennen Shave Creams make blades last longer by making beards softer—easier to cut. Which, of course, also means a cleaner, easier shave in every way—even in the "Awkward Zone" under your chin where the hairs grow every which-way!

PROVE IT — AT OUR RISK!

Test how many good shaves you are getting now from a single blade. Dry blade after each use. Make the same test with

Mennen. If you don't get more shaves per blade, mail us the unused portion of the tube for a full purchase price refund! Try this "show-down" test tomorrow morning . . . for, remember: the beard-softening action that best saves your blades, is best at saving your face, too.

THE MENNEN CO., MORRISTOWN, N. J.

**MENNEN MAKES
ALL 3!**

LATHER REGULAR 33¢ and 53¢
BRUSHLESS 29¢ and 47¢
LATHER MENTHOL-ICED 53¢



Also available in Canada

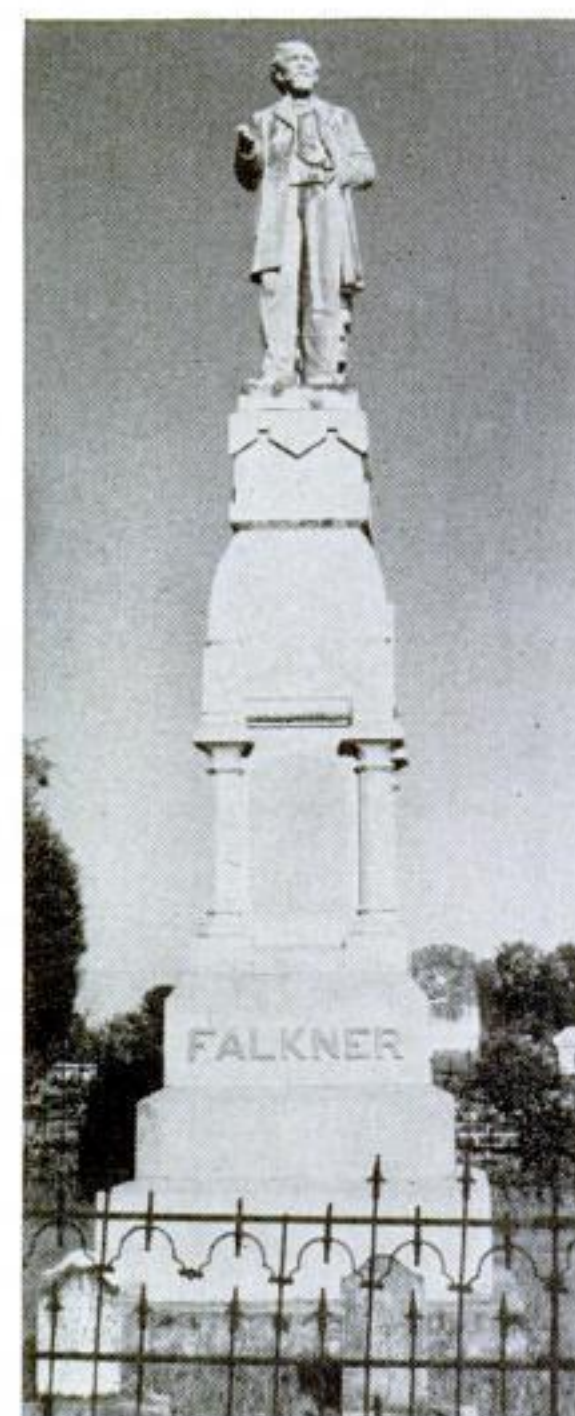
MENNEN *shave creams* **FOR MEN**

FAULKNER CONTINUED

trating the "good," Faulkner usually leaves no doubt as to who is who. A substantial part of his work is concerned with the theme of Sartoris vs. Snopes. The Sartoris family and their like are the leaders of the old South, sometimes weak and sometimes wrong but fundamentally good, noble and brave, while the Snopeses and their allies have arisen largely from the former poor whites, who by deceit and greed have gradually taken the power that the Sartorises once maintained. It is not, however, a simple contest between good and evil, for the Sartorises themselves are stained. It was they who brought slavery to the South and this great sin, in

Faulkner's mystical reckoning, has had to be expiated: their defeat in the Civil War, the ordeal of Reconstruction, the emotional and moral decadence that has overtaken them, leaving them helpless before the onslaught of the Snopeses, are all beads of penance on a rosary that has no end.

Faulkner has occasionally seemed to have intimations of God, but these are so vague in his work that evidently they have no relevance to any major theme. Instead it is the land itself that has imposed the penance. Slavery put a curse on the land, and the land put a curse on the Sartorises which can be lifted only (if ever) by generations of damnation. Meantime what Faulkner calls the "legal fiction" of ownership of the land has fallen to the Snopeses, who cut its forests, let its farms erode and its rivers silt, take everything from it and give nothing, until, for instance, Mississippi has become the poorest state per capita in the Union. But the land takes its retribution against the Snopeses, by making them hollow men and women, as impotent emotionally and spiritually as Popeye, the Snopesian city gunman in *Sanctuary*, is impotent physically.



OLD COLONEL is buried under monument which, according to family legend, he ordered and posed for while in Italy.

Thus the land itself, the living earth, is hero, God and protagonist in Faulkner's work as a whole. "People don't own land," one of his characters says, "It's the land that owns the people." If Faulkner has a philosophy this may be its distillation, although it is less a philosophy than a mystique, a kind of religious revelation.

The grandiose exploits of the early Sartorises, as well as the decay of the younger ones, the growth of the disease of Snopism, the cannibalizing of both Sartorises and inattentive Snopeses by aggressive Snopeses, the stories of hill families and dedicated barbers, animals and children and Negroes, college girls and sheriffs, convicts and preachers, lawyers and gamblers and bootleggers and sewing machine salesmen and hunters and all the other immense cast of characters Faulkner has assembled, and the rape, robbery, incest, murder, suicide, fratricide, dope addiction, alcoholism, idiocy, insanity, grave robbery, miscegenation, necrophilia, adultery, fornication, prostitution, lynching, treachery, selfishness, ingratitude, horror, gallantry and courage which embellish his plots are not the recordings of a naturalist, but are the symbolic expressions of Faulkner's outrage and revulsion at what he conceived to be the tragedy of William Faulkner, of the South and of Man.

MAN BEHIND THE MYTH

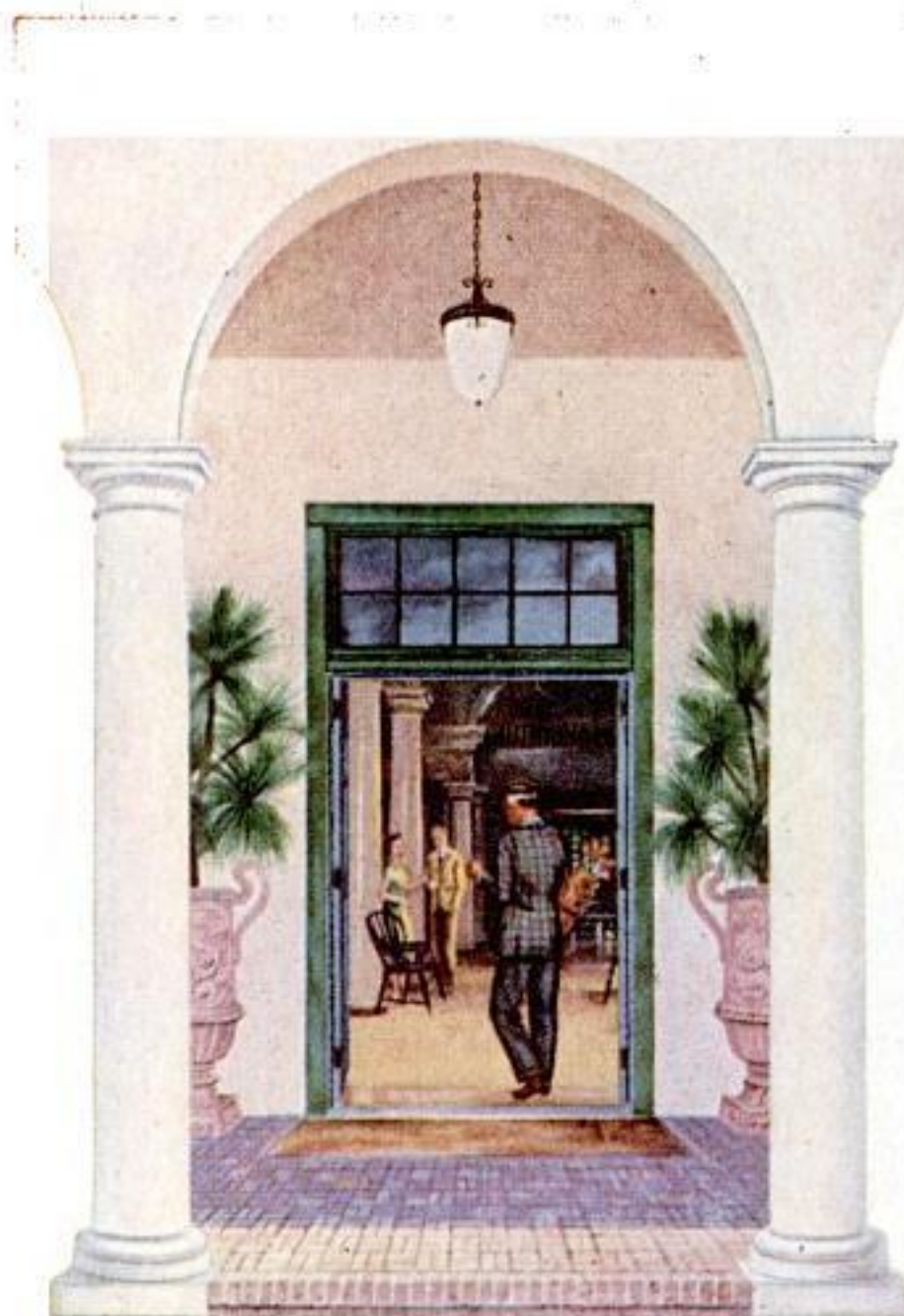
In next week's concluding instalment on Faulkner . . . a shiftless teen-age poet encounters a small-town Soc-rates . . . "He just wouldn't work" and becomes known as "Count No'count" . . . bohemian life in New Orleans . . . how failures made him a great writer . . . sensational success with *Sanctuary* . . . conflict and escape . . . "a figure from the past" rediscovered.

DOORS that lead to Ballantine ALE



New York City's Waldorf-Astoria

*Pinehurst Country Club,
North Carolina*



*Club Car of the
Twentieth Century*

YOU'VE NOTICED YOURSELF . . . the doors of America's finest places lead to Ballantine Ale! Here is something wonderfully different . . . so wonderfully different that more often than not it is the only Ale served at the finest clubs, hotels, restaurants . . . aboard ships and trains.

Top Fermentation—with Ballantine's pedigreed yeasts working upward, not downward—gives Ballantine Ale a flavor no other malt beverage can match.

Ask for Ballantine Ale next time. Expect and get something wonderfully different!

P. Ballantine & Sons, Newark, N. J.



Since

1840

Ale

expect something wonderfully different in **BALLANTINE**



ON AN OUTDOOR DANCE FLOOR GUESTS DECKED OUT IN LAVISH 18TH CENTURY COURT AND COUNTRY COSTUMES TWIRL POLITELY TO 20TH CENTURY MUSIC

Life Goes to the De Cuevas Fancy Ball

\$100,000 PARTY IS SUMPTUOUSLY RUSTIC

The Marquis de Cuevas had asked 4,000 people to his party which he and press reports insisted was going to be the party of the century. A full 2,000 of those invited showed up at the Chiberta Country Club near Biarritz, France, most of them wearing 18th Century costumes, for this was to be a *fête champêtre* (fancy picnic) like those put on by Louis XV. Ushered in by torchbearing lackeys, the guests came upon the clubhouse dressed up with a false front to make it look like a chateau, the lawns equipped with cows borrowed from a nearby convent to make the grounds look like rustic meadows, and the marquis adorned with artificial grapes to make him look like a pagan king.

The marquis, a Chilean-born American citizen who lays claim to a Spanish title and has a Rockefeller for a wife, gave the party partly to show off the talents of his troupe of ballet dancers and partly to attract attention and tourist money to Biarritz. As a spectacle the party was fine, especially when the guests put on 21 sumptuous tableaux, including one with a couple of red devils (*see cover*). As fun it was something less, with the entertainment going on too long and the food and drink giving out too soon. While the party, which cost the marquis and his guests \$100,000, may not have been the party of the century, it did turn out to be the party of the year.



FUNNY FACES of Henriette Pascar, who kept switching from one mask to another, startled guests.



BUNNY AND BEAUTY, Lorraine Dubonnet of aperitif family chats with heiress Lita Sanchez-Cires.

PLUMED HOST De Cuevas regally accepts homage of guests. He wore gold lamé as King of Nature.

CONTINUED ON NEXT PAGE 139

For luxury and glamor in
your bedroom plus accurate
electric time, choose the new
G-E BOUDOIR



THE BOUDOIR, a high-fashion bedroom alarm in *House & Garden's* new decorator colors: antique white, willow green, carnation pink or coronation blue. Graceful, lacy bezel. Gay. Feminine. Practical. Sweep-second hand. Dark face. Luminous hands and numerals. Genteel yet firm alarm.

\$7⁹⁵*



The
Partner
only **\$7⁹⁸***

THE PARTNER. Here is a burnished-gold-colored alarm clock with all metal case, that is built to "go places" in the home! Luminous—you can see it at night. Color, styling, and red sweep-second hand also "dress it up" for bedroom, living room or den. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Enjoy silent, accurate "tickless" electric time.
G-E Electric Clocks from \$3.98* to \$845.00*

GENERAL  ELECTRIC

*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

De Cuevas Ball CONTINUED



EAGER GUESTS wearing lavish costumes press around footlights made of candles in glass tubes to study fancy tableaux.

SWAN-BORNE DANCERS glide across pond on float made of life rafts as orchestra plays the prolog to *Swan Lake* ballet.



ATTENTIVE COURT, attired as four seasons and flanking the host, watch star Ballerina Rosella Hightower doing a pirouette.



Lanolin Plus Does Wonders For Your Skin and Hair

**Have The Self-Confidence That
Comes With Knowing You
Look Your Very Best**



Just as a new gown or a certain glance from someone very special makes you suddenly feel like a new person, so the wonders of Lanolin Plus work to give you a whole bright new outlook. For when you use Lanolin Plus Liquid, you'll know by the soft, wonderful way your skin feels that you never looked lovelier. And you'll find, too, that the tiny lines you worry about will become less noticeable. You see, as time goes by, the natural oils of our skin become less plentiful and, in addition, are removed by sun, wind, dry indoor air and harsh cleansing. So it's just common sense that when you replenish oils with Lanolin Plus Liquid, your skin becomes softer, more supple and more youthful-looking.

Years ago it was found that the wool of sheep contains a substance known as lanolin, which, because of its beneficial esters and cholesterol, is most similar to the natural oils of our human skin. The chemists who created Lanolin Plus planned their formula to include highly refined lanolin and other skin-beautifying ingredients.

With your very first touch of Lanolin Plus Liquid, you'll discover how exquisitely soft and fresh your skin can feel. Words can't describe that feeling, but once you know it, you'll never want to lose it.

A million dollars couldn't buy a more effective beauty aid for your skin. Yet LANOLIN PLUS LIQUID costs only a dollar, plus tax, at all cosmetic counters.



Lanolin Plus Liquid Facial Gives Your Skin New Beauty and Exquisite Softness.

Hold a hot washcloth to your face and neck for about a minute to open pores.

Warm the bottle of Lanolin Plus Liquid under hot water tap. Briskly massage into face and neck.

After a few minutes, wipe your face petal-fresh.

Rinse your face and neck with cold water. Then gently massage a few drops of LANOLIN PLUS LIQUID into your skin before retiring. Its gentle, thorough action will work while you sleep . . . and you'll awake next morning to find new radiant beauty in your skin.



**Your Hands Will Look Lovelier
... Feel Softer**

Treat your hands to this entirely new feeling of petal-freshness and softness. LANOLIN PLUS HAND LOTION works quickly, then disappears like magic. Only one dollar, plus tax, at all cosmetic counters. Handy dispenser comes as a gift with each bottle.

**Reveal Your Hair's Natural
Loveliness With Lanolin Plus**

LANOLIN PLUS HARD WATER SHAMPOO, containing a superabundance of Lanolin Plus, not only helps lubricate scalp and soften hair, but at the same



time lathers beautifully in the hardest water and thoroughly whisks away dirt and grime. It's economical, too—only one application is needed for each shampoo. Just one dollar. (Tax-free).

LANOLIN PLUS FOR THE HAIR. If your hair is dull, dry and unmanageable, give it the softening influence of LANOLIN PLUS FOR THE HAIR. Supplements precious, natural oils and brings out sparkling highlights. Especially wonderful for conditioning your hair after a permanent. Only \$1.00, plus tax.



**Make Your Skin Softer,
Smoother "All Over"**

This heavenly LANOLIN PLUS ALL OVER BODY LOTION enriched with lanolin, penetrates, and protects your skin from the drying effects of sun, wind, dry air and water. 12-ounce bottle only \$1.50, plus tax.

**Lanolin Plus Liquid Cleanser
Makes Skin Feel Cleaner—
Fresh-As-A-Daisy**

The fresh, clean feel of your skin after its first cleansing with this creamy liquid will make you promise yourself that you'll never again bother with ordinary, harsh cleansing. For Lanolin Plus Liquid Cleanser penetrates your skin and softens as it cleanses, with never a drying effect. So economical—only one dollar, plus tax.



If you prefer a cleansing cream, you'll find new softness for dry skin with LANOLIN PLUS CLEANSING CREAM. If your skin is particularly dry, don't wait another day to give it the wondrous help of this velvety, cleansing cream. Only a dollar, plus tax, at all cosmetic counters.

Lanolin Plus



CONSOLIDATED COSMETICS, INC.
30 W. HUBBARD ST., CHICAGO 10, ILLINOIS

CONTINUED ON NEXT PAGE

Looking for Something?

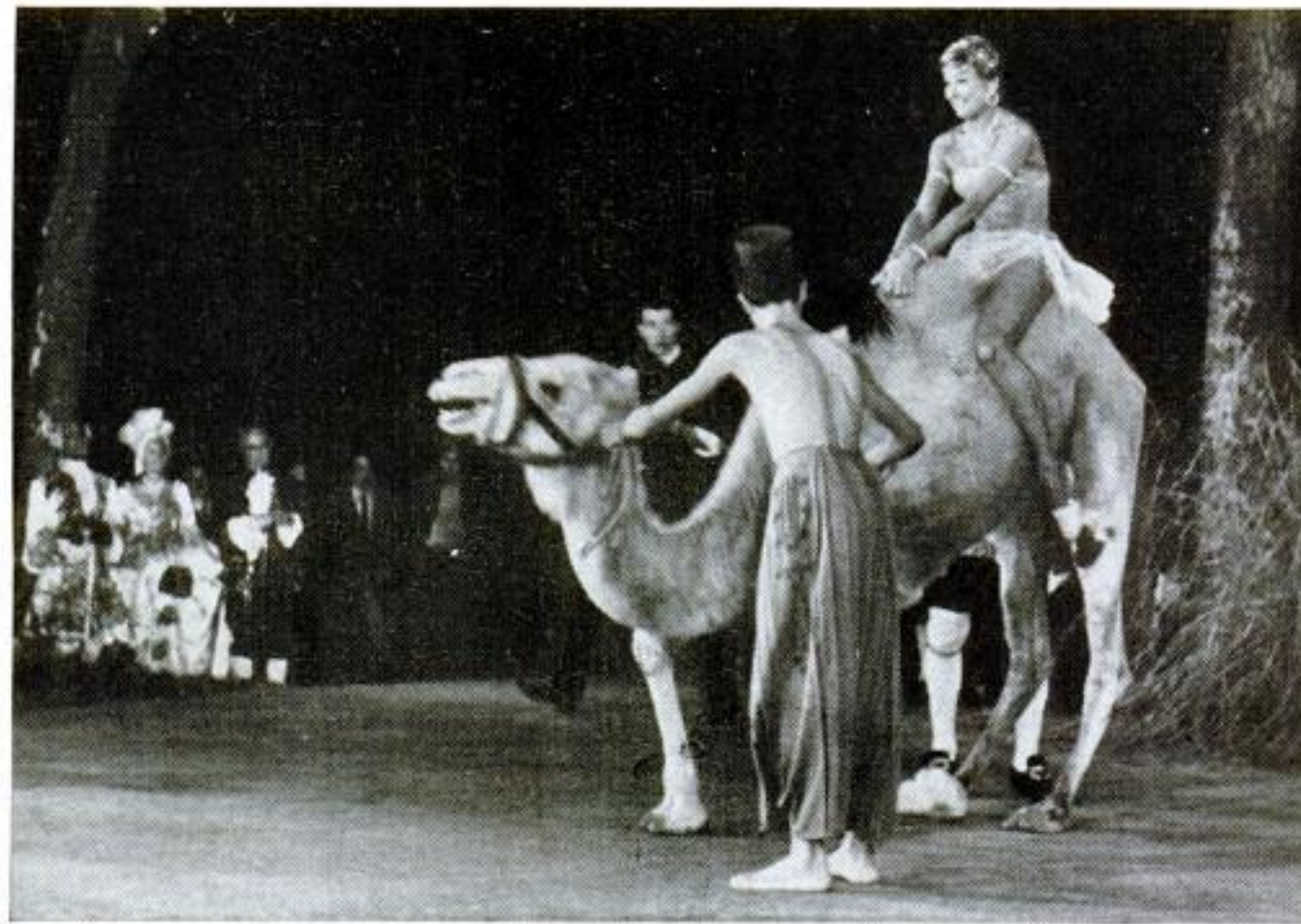



MILLINERY

**FOR HOME OR BUSINESS NEEDS
LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY**

De Cuevas Ball CONTINUED



ZIZI ON CAMEL took part in tableau. She is Zizi Jeanmaire, who danced in the movie *Hans Christian Andersen*. The camel came from a traveling circus.



DEVIL WITH ZIZI did a sedate dance on one of two outdoor floors built for the party. He is Paul Louis Weiller, one of the wealthiest men in France.

KISS FOR ZIZI is given by the marquis, who complimented her on her costume, a non-18th Century job which she called "The Diamond of the Desert."



MORE MEN SMOKE



Prince Albert

than
any other
smoking
tobacco



R. J. Reynolds
Tobacco Co.,
Winston-Salem, N. C.

Best for every lighter!

RONSONOL® LIGHTER FUEL



Lasts Longer! **Big 4 oz. can**
Lights Instantly! **25¢**
Burns Cleaner!
Pleasant Scent!

RONSON® REDSKIN® 'FLINTS'



Super Sparks! **Handy Five-Flinter**
Instant Lights! **15¢**
Last longer because they are longer!

**THIS SURE-FIRE TEAM MADE BY RONSON
MAKERS OF THE WORLD'S GREATEST LIGHTER**

Putting it on the line

I can remember some years ago having been greatly moved by a picture story that appeared in *LIFE*, based on a week in the life of a country doctor. I felt that from then on, whenever I saw the words "country doctor," I would always have an image of that particular man, wearily holding his cup of coffee, completely fagged-out in body, but in his eyes, an intense concern about the person on whom he had just operated.

That's just one effect of the camera's integrity: the lasting impression it can make. Decades hence, stories covered by *LIFE*'s photographers will stand as starkly clear and undated as they were at the time the shutter was clicked.

In a way, *LIFE* stakes its reputation on pictures like these. They say (to me at least): "This is the way it was, and this is the way you will remember it." There's no taking it back, no second chance to change that burning first impression.

Every copy of *LIFE*—just like a product leaving a factory—carries with it a small bit of this integrity—a bit of *LIFE*'s willingness to put its reputation on the line, millions of times each week. And in a competitive world where reputations stand for more and more, readers like myself can be only too glad that year after year *LIFE* comes up with story upon story that continues to justify our faith in it.

By **GWILYM A. PRICE**, President
Westinghouse Electric Corp.





FLICK OF A STICK

The shot, as seen by 3,500 people who watched Meadow Brook defeat Milwaukee 10 to 4 at Westbury, N.Y. recently, was exciting but straightforward polo—Milwaukee's Ray Harrington swinging his mallet under his horse's neck to drive the ball forward. But as seen by LIFE Photographer

Mark Kauffman's long-range camera the shot took on a remarkable look—the mallet with its flexible rattan shaft curving sharply between the horse's legs. Without breaking handle or tripping horse the mallet, between one hoof-beat and the next, flicked out and Harrington galloped on.



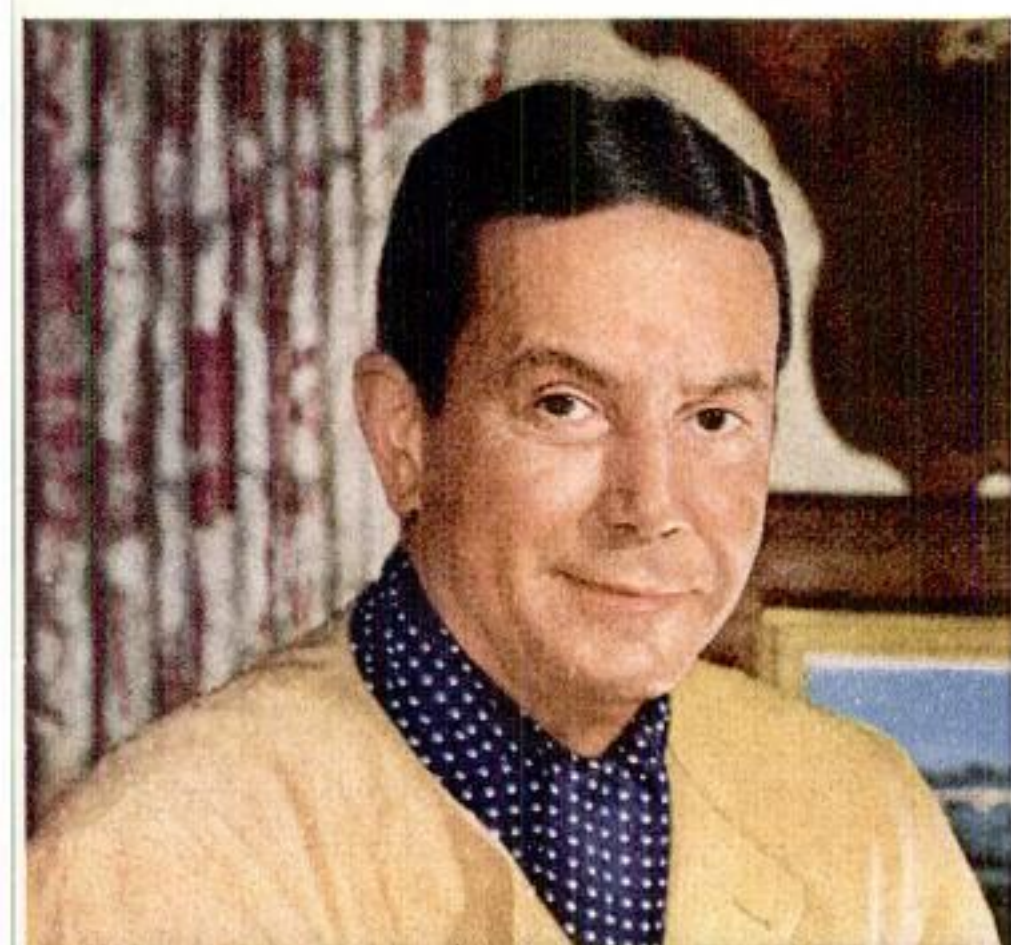
MR. RAY T. HICKOK
President of the Hickok Co.
Rochester, N. Y.



MR. HENRY DOELGER
President of Henry Doelger, Inc.
Daly City, Calif.



MR. GEORGE H. WHEARY, JR.
President of Wheary, Inc.
Racine, Wisc.



MR. ANTON HULMAN, JR.
President of Hulman & Co.
Terre Haute, Ind.



MR. CHAS. F. H. JOHNSON, JR.
Former Chairman of the board, Botany Mills, Inc.
Passaic, N. J.



MR. GEORGE G. BLAISDELL
President of Zippo Mfg. Co.
Bradford, Pa.



MR. PERCY C. MAGNUS
President of Magnus, Mabee & Reynard, Inc.
New York, N. Y.



MR. WALTER T. SHIRLEY
President of Shirley, L. I., Inc.
New York, N. Y.



MR. FRED COLE
President of Cole of California.
Los Angeles, Calif.

The nine gentlemen pictured above have at least two things in common. All are heads of successful businesses...and all are recent Lord Calvert "Men of Distinction."

They were chosen to represent that select group of men who are as distinguished by good taste as by business achievements.

It is for such keen judges of quality that Lord Calvert whiskey is *Custom Distilled* and blended to perfection of flavor, bouquet and lightness.

Naturally, you pay a slight premium for Lord Calvert's costlier,



Custom Distilled quality. But one sip of this finer whiskey will convince you the slight extra cost is an investment in added pleasure.

We hope you'll try *Custom Distilled* Lord Calvert soon. It is a gracious compliment to guests...and a treat to your deserving self.

LORD CALVERT

Custom Distilled for Men of Distinction

BLENDING WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION. NEW YORK CITY



LUCKIES

TASTE BETTER!

Cleaner,
Fresher,
Smoother!



Nothing—no, nothing—beats better taste!

Never before have so many smokers been bombarded with so many reasons for smoking so many brands of cigarettes!

But actually, there's only one good reason for smoking a cigarette—*enjoyment*. And you get enjoyment from only one thing—the *taste* of a cigarette.

Luckies taste better ... for two reasons. They're

made of fine tobacco—fine, light, mild tobacco—and they're *made* better. It's as simple as that.

So, for the better taste—the cleaner, fresher, smoother taste—that only fine tobacco in a better-made cigarette can give you ...

Be Happy—GO LUCKY!



© A. T. Co.

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Copyrighted material